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# Hamilton-Wentworth Market Area Analysis

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Sept. 15, 1987


Regional Planning Branch  
Hamilton-Wentworth  
Planning and Development Department  
July 1987





# **HAMILTON-WENTWORTH MARKET AREA ANALYSIS**

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Hamilton-Wentworth  
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# 1.0 INTRODUCTION

Hamilton-Wentworth is a "regional" centre that serves a market area extending well beyond its borders. The Region is currently the preferred location of many high order business, government and community organizations providing services that attract large numbers of people from communities throughout southwestern Ontario.

Determining the Region's market area is a necessary first step towards developing a comprehensive marketing strategy to maintain and expand Hamilton-Wentworth's role as a regional centre. Hamilton-Wentworth's market area has been recognized as extending into southwestern Ontario; however, the specific communities within the Region's market area have not previously been identified.

## 1.1 PURPOSE

The purpose of this report is to determine the extent and the characteristics of market areas that Hamilton-Wentworth influences. This will assist the Region and its resident businesses with their marketing efforts.

## 1.2 APPROACH

A review of urban economics literature showed that a minimum of work has been done in the area of defining an urban centre's market area. One study delineated regions around major centers by mapping where the circulation of the leading newspapers dominated. Another study measured hinterland boundaries for New York and Boston by taking the median of seven different market indicators.

The basic methodology of both studies has been adapted for this analysis, along with the basic principles of central place theory. The hinterland communities that Hamilton-Wentworth influences have been identified by examining the geographic coverage of the central services that are provided within the Region.

A service classification system developed by Noyelle and Stanback<sup>1</sup> was incorporated into the analysis. This system identifies six major groups of services based on the stage of production in which outputs are produced (intermediate or final) and the type of organization providing the services (public, private or non-profit sectors). An additional labour service category was introduced to determine the geographic extent of the Region's labour supply market.

<sup>1</sup> T. Noyelle, "Advanced Services in the System of Cities" ch. 7 in E.M. Bergman, ed., Local Economies in Transition (Durham, Duke University Press, 1986), p. 148.

The central services were grouped into the following seven service categories:

- o Distributive Services;
- o Corporate Activities;
- o Retailing Services;
- o Consumer Services;
- o Institutional Services;
- o Public Sector Services; and,
- o Labour Services.

In order to determine the market area served by each of the seven service categories, functional indicators were developed for each central service. Functional indicators were chosen that are representative of the service category, serve a significant market area and have accurate and comprehensive information sources concerning the area of coverage.

Once Hamilton-Wentworth's market areas were determined, key demographic and economic characteristics were collected for each of the areas. The main information sources used were:

- o Statistics Canada
  - 1981 Census;
  - 1986 Census (Population);
  - Manufacturing Industries of Canada: Sub-Provincial Areas (1983);
  - Building Permits, Annual Summary (1984, 1985); and,
- o Financial Post, Canadian Markets (1986).



## 2.0 HAMILTON-WENTWORTH MARKET AREA (S)

### 2.1 SERVICE CATEGORIES

Central services were grouped into the following seven categories:

- o Distributive Services:

Distributive Services are activities that, for the most part, involve the movement of people and information. These include transportation and communication services.

- o Corporate Activities:

Firms providing Corporate Activities assist other firms in carrying out administrative and developmental functions. The services provided include business service functions such as management consulting, advertising and engineering services.

- o Retail Services:

Retail Services consist of firms involved in selling durable and non-durable goods directly to consumers. The category includes all retail outlets.

- o Consumer Services:

Consumer Services consist of firms that satisfy the daily needs of the consumer. A refined definition of this category was used that includes only those services that satisfy the consumers' entertainment and cultural needs.

- o Institutional Services:

Institutional services consist of organizations that are involved with the development and maintenance of human capital. The category includes institutions that provide health and education services.

- o Public Sector Services:

The Public Sector provides services to the general public and businesses. Public Sector Services are provided by municipal, regional, provincial, and federal governments.

- o Labour Services:

Hamilton-Wentworth draws part of its labour supply from an area beyond its borders. This market area is based upon the commuting patterns of Hamilton-Wentworth's employed labour force.

## 2.2 FUNCTIONAL INDICATORS

Functional indicators were selected for each service category that are representative of the service category, that serve a large market area, and have accurate and comprehensive information available concerning the extent of coverage. The following functional indicators were used for each category:

### DISTRIBUTIVE SERVICES

#### - Functional Indicators

##### o Catchment Area of the Hamilton Civic Airport

The Hamilton Airport is an important transportation facility. It provides a unique service to residents of Hamilton-Wentworth and surrounding areas.

#### Information Source:

A survey conducted by the Air Office of the Ministry of Transportation and Communications entitled the Air Travel Market was used to determine the catchment area of the Airport. The survey was supplemented with information provided by officials from the Hamilton Airport.

##### o Communities Serviced by Canada Coach Lines

Canada Coach Lines provides a daily bus service to communities throughout southwestern Ontario. It is based in the Region and transports people engaged in both business and recreational pursuits.

#### Information Source:

This information was obtained from a passenger survey conducted on November 23 - 29, 1986 by Canada Coach Lines.

##### o Circulation of the Hamilton Spectator

The Hamilton Spectator is an important information medium. It is a daily newspaper that serves communities throughout the greater Hamilton area.

#### Information Source:

The Audit Bureau of Circulations is an agency that regularly undertakes surveys of publications to determine their circulation. The Hamilton Spectator's total circulation, by geographic area, was used.



## CORPORATE ACTIVITIES

### - Functional Indicators

#### o Customer Base of Business Service Firms

There are many business service firms that use Hamilton-Wentworth as their home base for their southwestern Ontario operations. Determining the customer base of the larger business service firms allows one to infer a market area for the corporate activities category.

#### Information Source:

Four of Hamilton-Wentworth's leading business service firms provided planning staff with a geographic breakdown of their customer base. The four business service firms contacted were:

Rondar Inc. (Engineering);  
Parker Consultants (Engineering);  
Olynyk, King and Duda (Advertising); and  
Coopers and Lybrand (Management Consultants).

## RETAIL SERVICES

### - Functional Indicator

#### o Customer Base of Lime Ridge Mall

Lime Ridge Mall is the largest mall in the greater Hamilton area. Its market area provides a reasonable indicator of the Region's overall retail service market area.

#### Information Source:

A customer survey conducted at Lime Ridge Mall was used to determine the extent of the Retail Service market area. Unfortunately, surveys from competing malls were not available.

## CONSUMER SERVICES

### - Functional Indicators

#### o Ticket Purchases From Copp's Coliseum Outlets

Copp's Coliseum is a world class facility that provides entertainment and cultural events to communities throughout the greater Hamilton area.

Information Source:

Copp's Coliseum has ticket outlets in communities throughout southwestern Ontario. A percentage breakdown of ticket outlet purchases by community was used as a market indicator for the consumer service category.

o Residence of Visitors to the African Lion Safari

The African Lion Safari is one of the most popular tourist attractions in the Region. It attracts people from all over Ontario and parts of the United States.

Information Source:

The Safari provided Planning Staff with a comprehensive customer profile by customer residence survey conducted in 1985.

o Tiger Cat Football Attendance Figures

As a professional football team, the Hamilton Tiger Cats provide a unique service to communities throughout the greater Hamilton area.

Information Source:

This functional indicator consists of a percentage breakdown of ticket purchases for Tiger Cat football games.

## INSTITUTIONAL SERVICES

### - Functional Indicators

o Place of residence of patients who were released from hospitals in Hamilton-Wentworth

Hospitals located in the Region are among the best in Canada. They are leaders in their particular fields. Their specialized services are used by individuals throughout southern Ontario.

Information Source:

The Ministry of Health's Information Resources and Service Branch has records of residence of separation for all acute treatment hospitals in Hamilton. Discharges are broken down by county/municipality of the patient's residence.



o Original place of Residence of 1st Year McMaster University Students

McMaster University is a post-secondary institution that provides educational services to individuals throughout Southern Ontario.

Information Source:

The Registrar's Department provided Planning Staff with a percentage breakdown of the original place of residence of 1st year McMaster University Students.

## PUBLIC SECTOR SERVICES

### - Functional Indicators

o Territories Covered by Federal and Provincial Government District Offices

The Federal and Provincial Governments maintain district offices in Hamilton-Wentworth that serve communities throughout southwestern Ontario.

Information Source:

The territories covered by the following district offices were obtained:

Ministry of Citizenship and Culture;  
Ministry of the Environment;  
Ministry of Labour;  
Canada Mortgage and Housing Corporation;  
Ministry of Consumer and Corporate Affairs; and  
Workers Compensation Board.

## LABOUR SERVICES

### - Functional Indicator

o Commuting Patterns into Hamilton-Wentworth

Hamilton-Wentworth's large urbanized core provides employment opportunities to individuals throughout southwestern Ontario. Examining the Region's commuting patterns will allow us to determine the extent of Hamilton-Wentworth's labour supply market area.

Information Source:

The Ministry of Transportation and Communication obtained a special run of Place of Work, Place of Residence data for 1981 from Statistics Canada. It breaks down place of work, place of residence data by Regional Municipality.

## 2.3 PRIMARY AND SECONDARY MARKET AREA (S)

Primary and secondary market areas have been identified for each service category. The primary market area consists of communities that are present in the coverage area of each functional indicator. The secondary market area consists of communities that are present in the coverage area of only the majority of functional indicators.

For the labour supply market, a community was included in the Region's primary market area if it has more than 5% of Hamilton-Wentworth's employed labour force resident there. A community was included in the Region's secondary market area if it has less than 5% but more than 1% of Hamilton-Wentworth's employed labour force.

The following section gives a graphic representation and listing of each of the seven service category's market areas. The maps show both the primary and secondary market areas for each category. A statistical profile and a comparative analysis for the combined market area is included. The statistical profile gives an overview of the important characteristics of each market area. The profiles include measures of:

- Population;
- Economic Characteristics;
- Housing and Building Activity; and
- Families.

The comparative analysis graphically compares selected characteristics of each market area to those of Hamilton-Wentworth and Ontario. The characteristics examined include:

- Age distribution and level of schooling of the population;
- Industry composition;
- Occupational make-up of the labour force; and
- Relative family income.



## **3.0 DISTRIBUTIVE SERVICES**

### **MARKET AREA**

Distributive Services are activities that, for the most part, involve the movement of people and information. These include transportation and communication services.

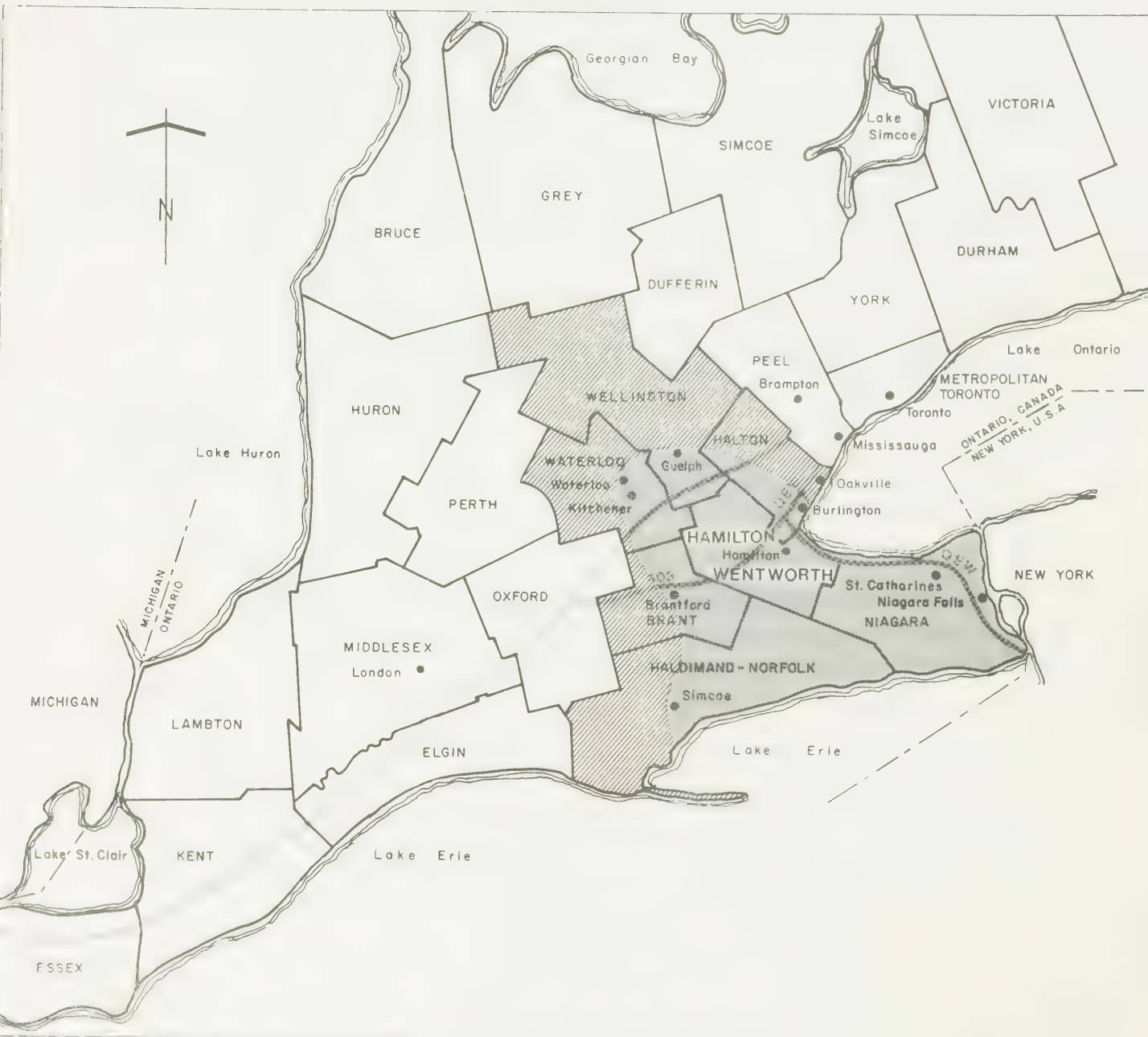
### 3.1 DISTRIBUTIVE SERVICES

Primary Market Area 

Secondary Market Area 

Niagara (RM)  
Burlington (C)  
Guelph (C)  
Kitchener (C)  
Brantford (C)  
Simcoe (T)

Remainder of Halton (RM)  
Remainder of Wellington (County)  
Remainder of Waterloo (RM)  
Remainder of Brant (County)  
Remainder of Haldimand-Norfolk (RM)



Note: RM - Regional Municipality, C - City, T - Town

## 3.2 STATISTICAL PROFILE

DISTRIBUTIVE  
SERVICES

### 3.2.1 POPULATION

1976 CENSUS	1,604,641
1981 CENSUS	1,662,419
1986 CENSUS	1,730,147
SEX AND AGE GROUP(1981)	
MALE, TOTAL	819,450
0-4 YEARS	58,700
5-9 YEARS	62,770
10-14 YEARS	69,250
15-19 YEARS	81,000
20-24 YEARS	75,145
25-34 YEARS	131,940
35-44 YEARS	102,790
45-54 YEARS	91,195
55-64 YEARS	76,110
65-69 YEARS	27,435
70 YEARS AND OVER	43,095
FEMALE, TOTAL	842,970
0-4 YEARS	55,720
5-9 YEARS	59,115
10-14 YEARS	65,985
15-19 YEARS	77,955
20-24 YEARS	74,090
25-34 YEARS	136,475
35-44 YEARS	101,505
45-54 YEARS	91,120
55-64 YEARS	82,415
65-69 YEARS	31,565
70 YEARS AND OVER	67,045
TOTAL, MALE AND FEMALE	1,662,420
0-4 YEARS	114,420
5-9 YEARS	121,885
10-14 YEARS	135,235
15-19 YEARS	158,955
20-24 YEARS	149,235
25-34 YEARS	268,415
35-44 YEARS	204,295
45-54 YEARS	182,315
55-64 YEARS	158,525
65-69 YEARS	59,000
70 YEARS AND OVER	110,140



### 3.2.2 ECONOMIC CHARACTERISTICS

INCOME	DISTRIBUTIVE SERVICES
PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(\$MILLIONS)	23,127
PER CAPITA \$	13,263
INCOME RATING INDEX(national average = 100)*	104
TOTAL, MALES(1981)	587,065
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	44,925
\$2,000-\$3,999	32,225
4,000-5,999	41,835
6,000-9,999	62,175
10,000-14,999	79,995
15,000-19,999	104,990
20,000-24,999	97,300
25,000 AND OVER	123,615
TOTAL, FEMALES(1981)	516,755
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	56,910
\$1,000-\$1,999	40,820
2,000-2,999	38,485
3,000-3,999	34,910
4,000-5,999	91,310
6,000-7,999	54,595
8,000-9,999	45,475
10,000-14,999	87,145
15,000 AND OVER	67,115
FAMILY INCOME(1981)	
ALL FAMILIES	448,040
UNDER \$5,000	18,770
\$5,000-\$9,999	34,350
10,000-14,999	45,640
15,000-19,999	53,465
20,000-24,999	69,360
25,000-29,999	64,915
30,000-39,999	89,440
40,000+	72,115

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

**RETAIL MARKET****DISTRIBUTIVE  
SERVICES**

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	9,908
PER CAPITA \$	5,682
MARKET RATING INDEX(national average = 100)*	105

**LABOUR FORCE(1981)**

MALE POPULATION	
15 YEARS AND OVER	623,295
IN THE LABOUR FORCE	500,415
EMPLOYED	477,940
UNEMPLOYED	22,475

FEMALE POPULATION	
15 YEARS AND OVER	652,315
IN THE LABOUR FORCE	348,775
EMPLOYED	322,610
UNEMPLOYED	26,160

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	1,275,610
IN THE LABOUR FORCE	849,190
EMPLOYED	800,550
UNEMPLOYED	48,635

**LEVEL OF SCHOOLING(1981)**

POPULATION 15 YEARS AND OVER	1,275,590
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	230,105
WITHOUT SECONDARY SCHOOL CERTIFICATE	397,050
WITH SECONDARY SCHOOL GRAD CERTIFICATE	165,900
TRADES CERTIFICATE OR DIPLOMA	45,640
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	72,475
WITH TRADES CERTIFICATE OR DIPLOMA	76,090
WITH NON-UNIVERSITY OR CERTIFICATE	99,605
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	48,740
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	43,595
WITH BACHELOR'S DEGREE OR HIGHER	96,400

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

# **OCCUPATION BY MAJOR GROUPS(1981)**

## **DISTRIBUTIVE SERVICES**

MALES- TOTAL LABOUR FORCE	500,410
OCCUPATION- NOT APPLICABLE	3,305
ALL OCCUPATIONS	497,105
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	54,015
TEACHING AND RELATED OCCUPATIONS	15,125
OCCUPATIONS IN MEDICINE AND HEALTH	6,285
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	36,800
CLERICAL AND RELATED OCCUPATIONS	31,670
SALES OCCUPATIONS	42,160
SERVICE OCCUPATIONS	37,555
PRIMARY OCCUPATIONS	24,270
PROCESSING OCCUPATIONS	38,465
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	105,085
CONSTRUCTION TRADES OCCUPATIONS	42,400
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	26,585
OTHER	36,725

FEMALES- TOTAL LABOUR FORCE	348,770
OCCUPATION- NOT APPLICABLE	5,765
ALL OCCUPATIONS	342,995
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	16,155
TEACHING AND RELATED OCCUPATIONS	20,295
OCCUPATIONS IN MEDICINE AND HEALTH	27,215
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	13,835
CLERICAL AND RELATED OCCUPATIONS	113,100
SALES OCCUPATIONS	35,410
SERVICE OCCUPATIONS	55,740
PRIMARY OCCUPATIONS	11,755
PROCESSING OCCUPATIONS	10,185
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	25,820
OTHER	13,470

# **INDUSTRY DIVISIONS(1981)**

TOTAL LABOUR FORCE, BOTH SEXES	849,190
ALL INDUSTRIES	840,110
PRIMARY INDUSTRIES	37,535
MANUFACTURING INDUSTRIES	268,095
CONSTRUCTION INDUSTRY	46,105
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	46,000
TRADE	137,960
FINANCE, INSURANCE AND REAL ESTATE	39,340
COMMUNITY BUSINESS AND PERSONAL SERVICES	230,760
PUBLIC ADMINISTRATION AND DEFENCE	34,290



**MANUFACTURING ACTIVITY****DISTRIBUTIVE  
SERVICES****MANUFACTURING ACTIVITY IN CANADA, 1983**

ESTABLISHMENTS	2,938
MALE	114,522
FEMALE	30,448
WAGES(THOUSANDS OF DOLLARS)	3,341,245

**NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE\***

0-4	798
5-9	496
10-19	465
20-49	525
50-99	260
100-199	216
200-499	114
500-999	39
1,000+	14
TOTAL	2,927

- \* STATISTICS CANADA DOES NOT DISAGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

### 3.2.3 HOUSING AND BUILDING ACTIVITY

HOUSING(1981)	DISTRIBUTIVE SERVICES
OCCUPIED PRIVATE DWELLINGS, TOTAL	570,570
OWNED	382,085
RENTED	188,475
SINGLE DETACHED	367,985
SINGLE ATTACHED	56,350
APARTMENT, 5 OR MORE STORIES	67,455
APARTMENT, LESS THAN 5 STORIES	60,040
DUPLEX	16,985
BUILDING PERMITS	
NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	5,313
COTTAGES	14
DOUBLE DWELLINGS	448
ROW HOUSING	608
APARTMENTS	1,263
CONVERSIONS	76
TOTAL	7,722
VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	483,237
INDUSTRIAL	111,451
COMMERCIAL	166,777
INSTITUTIONAL AND GOVERNMENTAL	60,792
TOTAL	822,257
NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	8,424
COTTAGES	19
DOUBLE DWELLINGS	607
ROW HOUSING	1,314
APARTMENTS	1,758
CONVERSIONS	396
TOTAL	12,518
VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	788,824
INDUSTRIAL	215,216
COMMERCIAL	221,538
INSTITUTIONAL AND GOVERNMENTAL	121,748
TOTAL	1,347,326

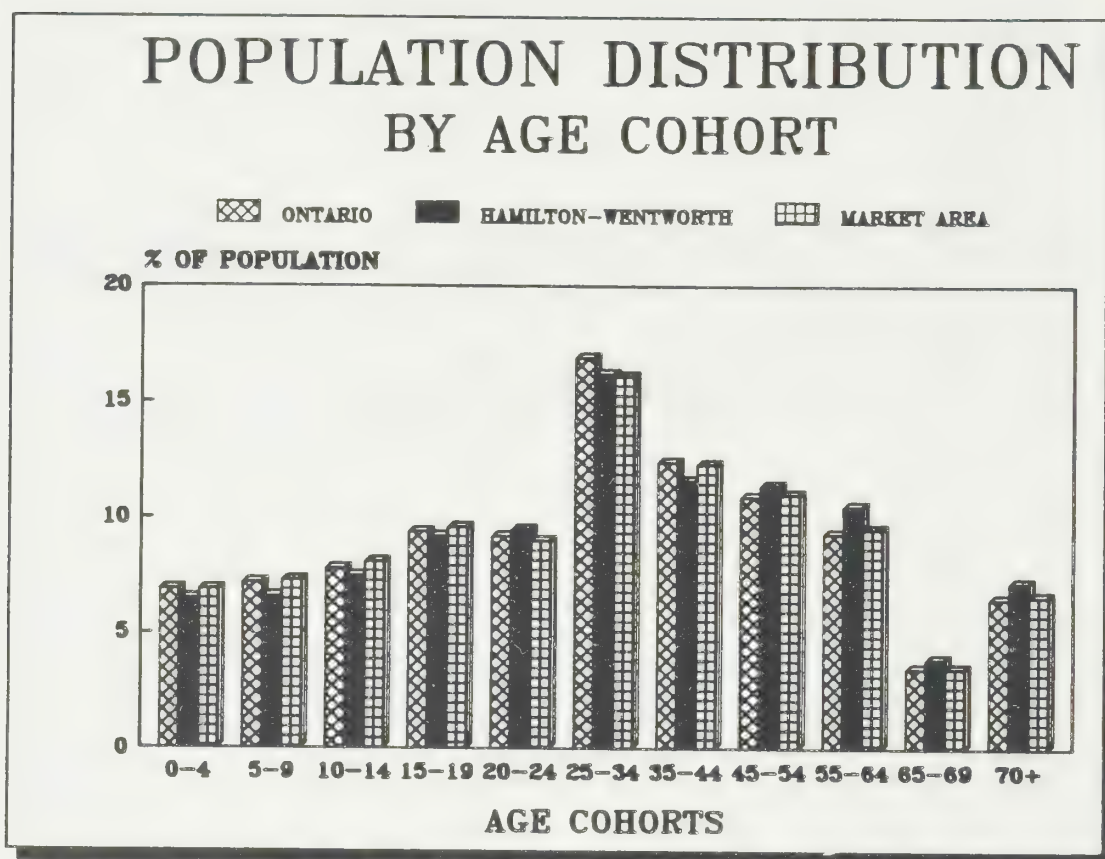
### 3.2.4 FAMILIES

MARITAL STATUS(1981)	DISTRIBUTIVE SERVICES
SINGLE(NEVER MARRIED), TOTAL	695,800
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	324,250
MARRIED	852,365
WIDOWED	83,575
DIVORCED	30,680
PRIVATE HOUSEHOLDS(1981)	
PRIVATE HOUSEHOLDS, TOTAL	570,575
BY NUMBER OF PERSONS:	
1	109,295
2	168,945
3	100,700
4-5	165,080
6-9	25,985
10 OR MORE	565
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	1,634,935
FAMILIES(1981)	
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	447,965
HUSBAND-WIFE FAMILIES	401,735
LONE-PARENT FAMILIES	46,225
BY NUMBER OF CHILDREN AT HOME:	
0	146,420
1	108,150
2	120,260
3-4	67,475
5 OR MORE	5,655
CHILDREN AT HOME, TOTAL	598,105
UNDER 6 YEARS	135,455
6-14 YEARS	229,600
15-17 YEARS	89,710
18-24 YEARS	118,885
25 YEARS AND MORE	24,455

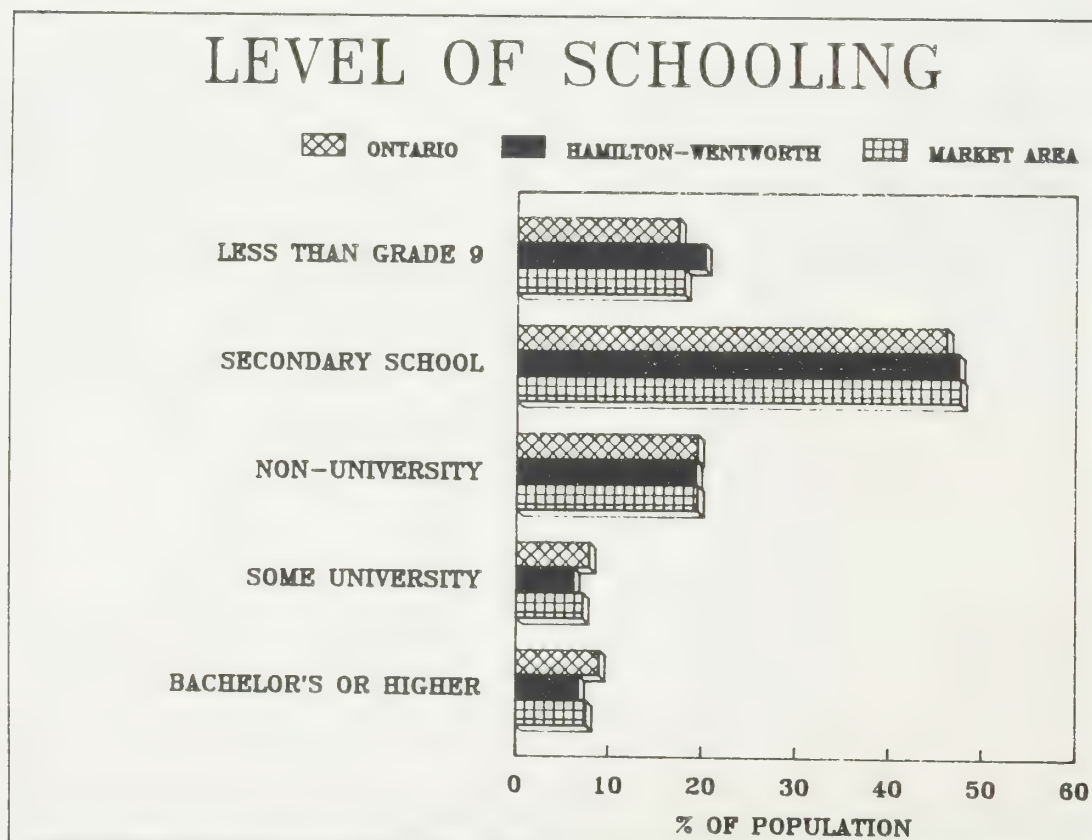


### 3.3 COMPARATIVE ANALYSIS DISTRIBUTIVE SERVICES MARKET AREA

#### 3.3.1 POPULATION

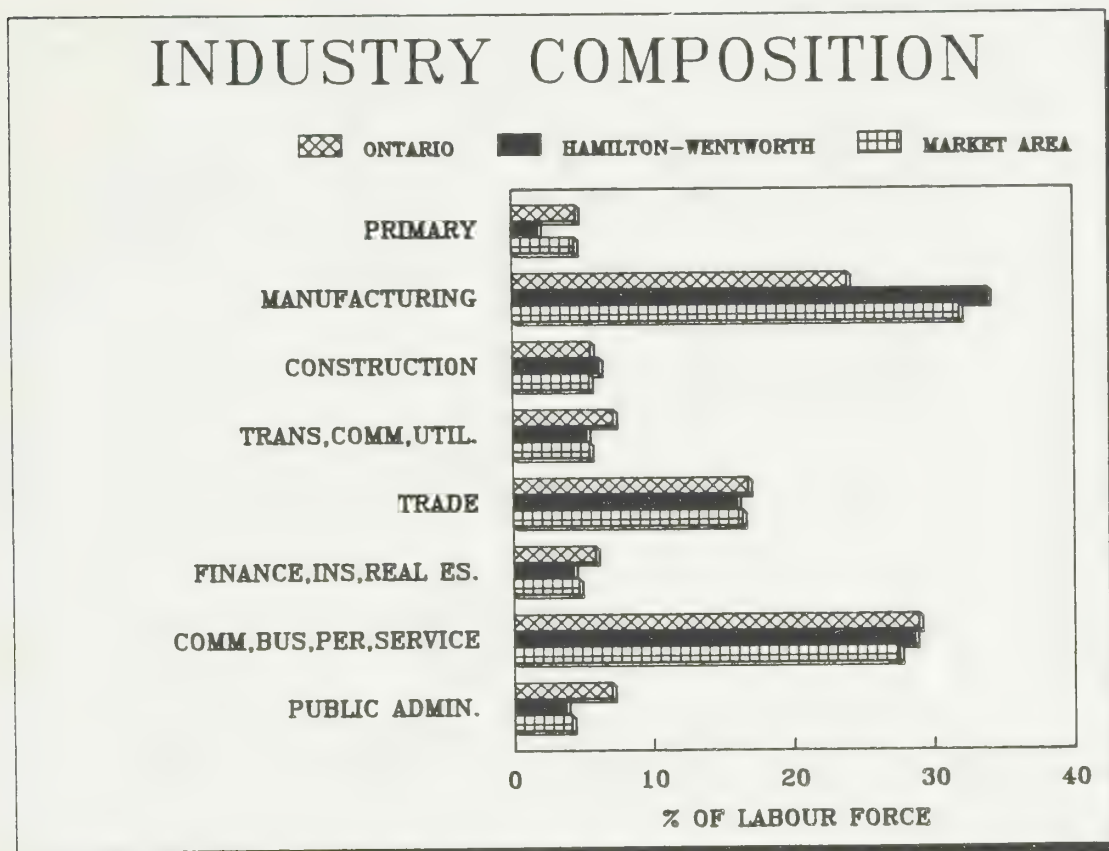


#### 3.3.2 EDUCATION

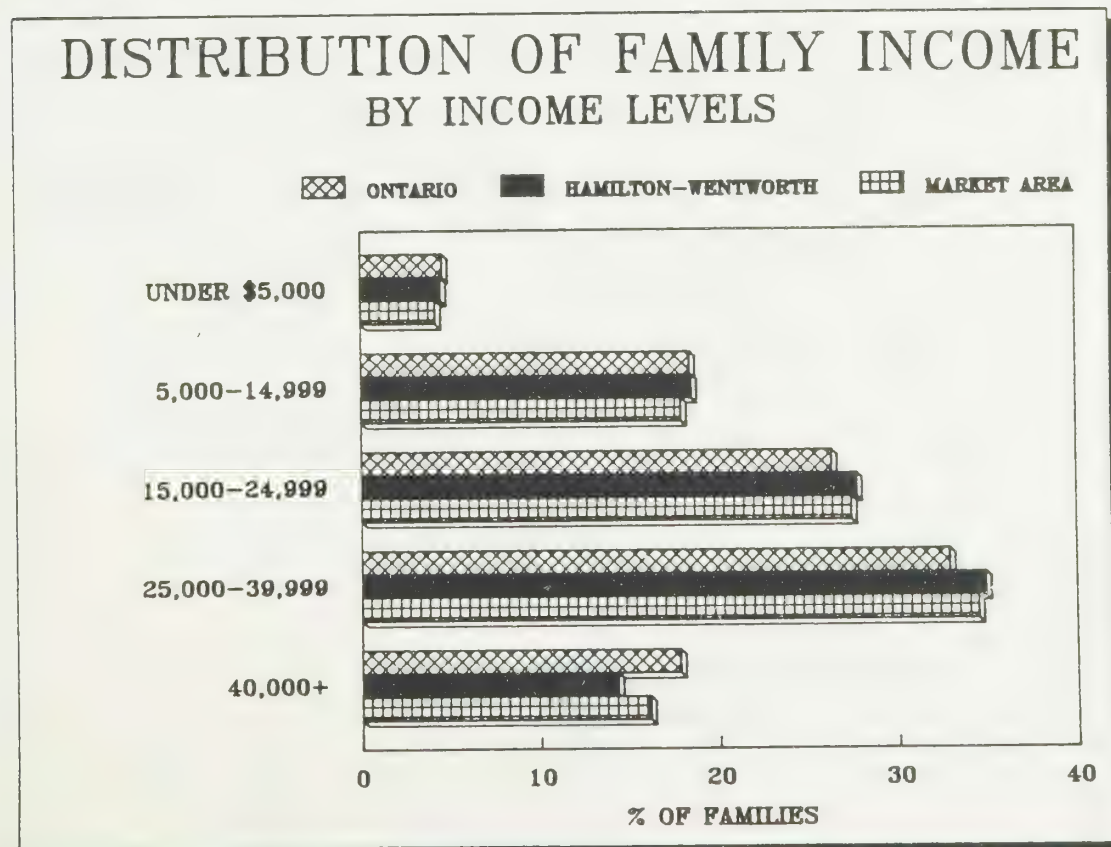


## DISTRIBUTIVE SERVICES MARKET AREA

### 3.3.3 INDUSTRY



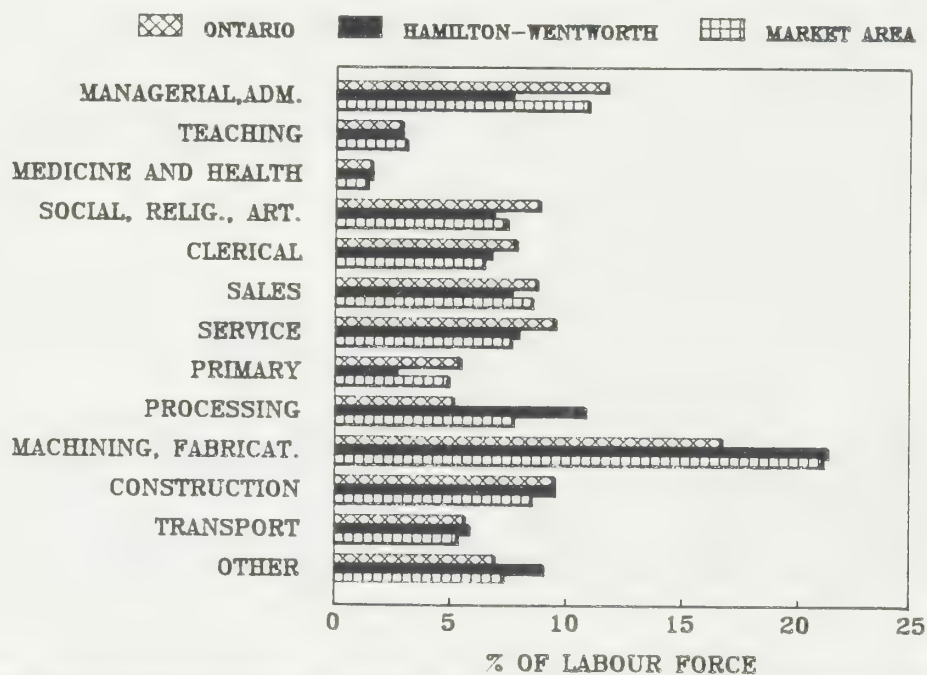
### 3.3.4 FAMILY INCOME



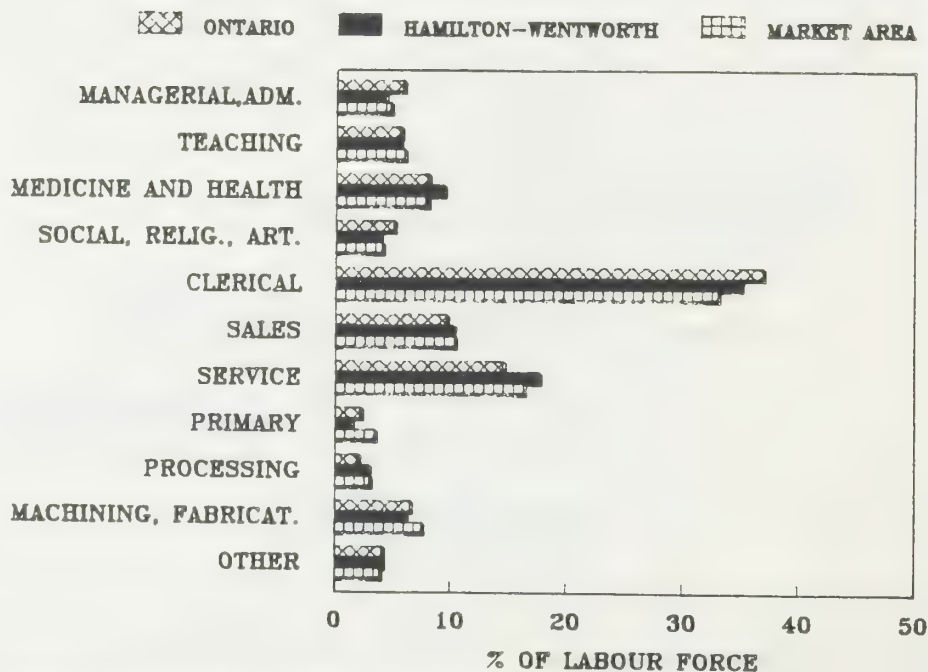
# DISTRIBUTIVE SERVICES MARKET AREA

## 3.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES





## **4.0 CORPORATE ACTIVITIES**

### **MARKET AREA**

Firms providing Corporate Activities assist other firms in carrying out administrative and developmental functions. The services provided include business service functions such as management consulting, advertising and engineering services.

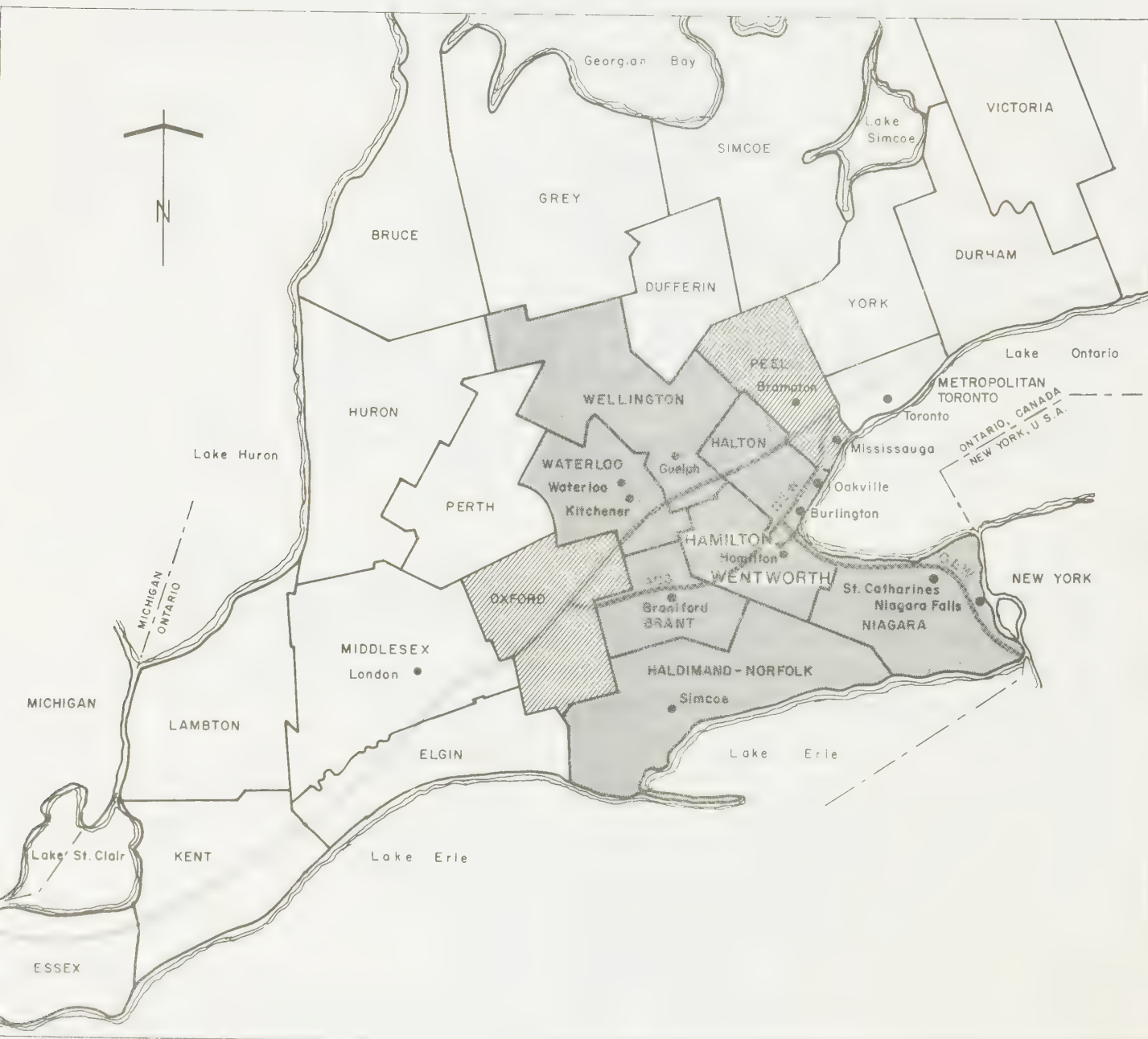
## 4.1 CORPORATE ACTIVITIES

Primary Market Area 

Secondary Market Area 

Niagara (RM)  
Halton (RM)  
Waterloo (RM)  
Wellington (County)  
Brant (County)  
Haldimand-Norfolk (RM)

Oxford (County)  
Peel (RM)



## 4.2 STATISTICAL PROFILE

### 4.2.1 POPULATION

#### CORPORATE ACTIVITIES

1976 CENSUS	2,065,888
1981 CENSUS	2,239,078
1986 CENSUS	2,407,670

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	1,107,630
0-4 YEARS	82,970
5-9 YEARS	88,465
10-14 YEARS	95,555
15-19 YEARS	108,525
20-24 YEARS	100,255
25-34 YEARS	184,455
35-44 YEARS	146,775
45-54 YEARS	121,770
55-64 YEARS	94,695
65-69 YEARS	33,020
70 YEARS AND OVER	51,120

FEMALE, TOTAL	1,131,435
0-4 YEARS	78,955
5-9 YEARS	83,405
10-14 YEARS	91,040
15-19 YEARS	104,245
20-24 YEARS	99,820
25-34 YEARS	192,765
35-44 YEARS	142,760
45-54 YEARS	118,705
55-64 YEARS	101,535
65-69 YEARS	38,295
70 YEARS AND OVER	79,910

TOTAL, MALE AND FEMALE	2,239,065
0-4 YEARS	161,925
5-9 YEARS	171,870
10-14 YEARS	186,595
15-19 YEARS	212,770
20-24 YEARS	200,075
25-34 YEARS	377,220
35-44 YEARS	289,535
45-54 YEARS	240,475
55-64 YEARS	196,230
65-69 YEARS	71,315
70 YEARS AND OVER	131,030



## 4.2.2 ECONOMIC CHARACTERISTICS

INCOME	CORPORATE ACTIVITIES
PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(MILLIONS)	33,482
PER CAPITA	13,540
*INCOME RATING INDEX(national average = 100)	106
TOTAL, MALES(1981)	785,490
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	59,060
\$2,000-\$3,999	41,770
4,000-5,999	51,990
6,000-9,999	78,030
10,000-14,999	105,745
15,000-19,999	141,225
20,000-24,999	132,200
25,000 AND OVER	175,465
TOTAL, FEMALES(1981)	688,935
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	73,880
\$1,000-\$1,999	53,395
2,000-2,999	49,555
3,000-3,999	43,940
4,000-5,999	112,675
6,000-7,999	69,485
8,000-9,999	61,030
10,000-14,999	126,595
15,000 AND OVER	98,390
FAMILY INCOME(1981)	
ALL FAMILIES	602,140
UNDER \$5,000	23,985
\$5,000-\$9,999	41,570
10,000-14,999	56,705
15,000-19,999	68,480
20,000-24,999	90,195
25,000-29,999	87,710
30,000-39,999	126,445
40,000+	107,065

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

**RETAIL MARKET****CORPORATE  
ACTIVITIES**

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	13,957
PER CAPITA \$	5,644
MARKET RATING INDEX(national average = 100)*	105

**LABOUR FORCE(1981)**

MALE POPULATION	
15 YEARS AND OVER	833,815
IN THE LABOUR FORCE	681,720
EMPLOYED	654,350
UNEMPLOYED	27,375

FEMALE POPULATION	
15 YEARS AND OVER	865,775
IN THE LABOUR FORCE	482,240
EMPLOYED	449,230
UNEMPLOYED	33,005

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	1,699,590
IN THE LABOUR FORCE	1,163,960
EMPLOYED	1,103,580
UNEMPLOYED	60,380

**LEVEL OF SCHOOLING(1981)**

POPULATION 15 YEARS AND OVER	1,699,575
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	285,240
WITHOUT SECONDARY SCHOOL CERTIFICATE	526,125
WITH SECONDARY SCHOOL GRAD CERTIFICATE	224,155
TRADES CERTIFICATE OR DIPLOMA	59,925
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	98,630
WITH TRADES CERTIFICATE OR DIPLOMA	104,900
WITH NON-UNIVERSITY OR CERTIFICATE	139,000
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	66,425
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	62,560
WITH BACHELOR'S DEGREE OR HIGHER	132,635

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

## OCCUPATION BY MAJOR GROUPS(1981)

CORPORATE  
ACTIVITIES

MALES- TOTAL LABOUR FORCE	681,720
OCCUPATION- NOT APPLICABLE	3,925
ALL OCCUPATIONS	677,800
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	81,575
TEACHING AND RELATED OCCUPATIONS	18,770
OCCUPATIONS IN MEDICINE AND HEALTH	8,115
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	52,860
CLERICAL AND RELATED OCCUPATIONS	47,640
SALES OCCUPATIONS	60,015
SERVICE OCCUPATIONS	49,765
PRIMARY OCCUPATIONS	31,070
PROCESSING OCCUPATIONS	45,380
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	138,905
CONSTRUCTION TRADES OCCUPATIONS	55,770
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	37,990
OTHER	49,980

FEMALES- TOTAL LABOUR FORCE	482,230
OCCUPATION- NOT APPLICABLE	7,060
ALL OCCUPATIONS	475,160
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	24,705
TEACHING AND RELATED OCCUPATIONS	26,685
OCCUPATIONS IN MEDICINE AND HEALTH	35,435
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	18,505
CLERICAL AND RELATED OCCUPATIONS	168,240
SALES OCCUPATIONS	47,525
SERVICE OCCUPATIONS	69,765
PRIMARY OCCUPATIONS	14,490
PROCESSING OCCUPATIONS	13,055
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	35,650
OTHER	21,085

## INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	1,163,965
ALL INDUSTRIES	1,152,970
PRIMARY INDUSTRIES	47,285
MANUFACTURING INDUSTRIES	359,765
CONSTRUCTION INDUSTRY	61,765
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	73,845
TRADE	199,805
FINANCE, INSURANCE AND REAL ESTATE	58,895
COMMUNITY BUSINESS AND PERSONAL SERVICES	303,580
PUBLIC ADMINISTRATION AND DEFENCE	48,005



**MANUFACTURING ACTIVITY****CORPORATE  
ACTIVITIES****MANUFACTURING INDUSTRIES OF CANADA, 1983**

ESTABLISHMENTS	4,364
MALE	148,044
FEMALE	41,922
WAGES(THOUSANDS OF DOLLARS)	4,264,119

**NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE\***

0-4	1,162
5-9	713
10-19	709
20-49	827
50-99	417
100-199	293
200-499	172
500-999	44
1,000+	16
TOTAL	4,353

\* STATISTICS CANADA DOES NOT DISAGGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

## 4.2.3 HOUSING AND BUILDING ACTIVITY

HOUSING(1981)	CORPORATE ACTIVITIES
OCCUPIED PRIVATE DWELLINGS, TOTAL	750,155
OWNED	505,555
RENTED	244,595
SINGLE DETACHED	454,895
SINGLE ATTACHED	101,885
APARTMENT, 5 OR MORE STORIES	102,645
APARTMENT, LESS THAN 5 STORIES	69,855
DUPLEX	18,385
BUILDING PERMITS	
NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	9,123
COTTAGES	14
DOUBLE DWELLINGS	602
ROW HOUSING	848
APARTMENTS	1,950
CONVERSIONS	79
TOTAL	12,616
VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	859,226
INDUSTRIAL	171,682
COMMERCIAL	344,652
INSTITUTIONAL AND GOVERNMENTAL	145,211
TOTAL	1,520,771
NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	14,594
COTTAGES	19
DOUBLE DWELLINGS	889
ROW HOUSING	1,743
APARTMENTS	2,184
CONVERSIONS	438
TOTAL	19,867
VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	1,371,588
INDUSTRIAL	332,396
COMMERCIAL	492,390
INSTITUTIONAL AND GOVERNMENTAL	147,800
TOTAL	2,344,174

#### 4.2.4 FAMILIES

#### CORPORATE ACTIVITIES

##### MARITAL STATUS(1981)

SINGLE(NEVER MARRIED), TOTAL	948,695
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	428,285
MARRIED	1,149,245
WIDOWED	101,910
DIVORCED	39,225

##### PRIVATE HOUSEHOLDS(1981)

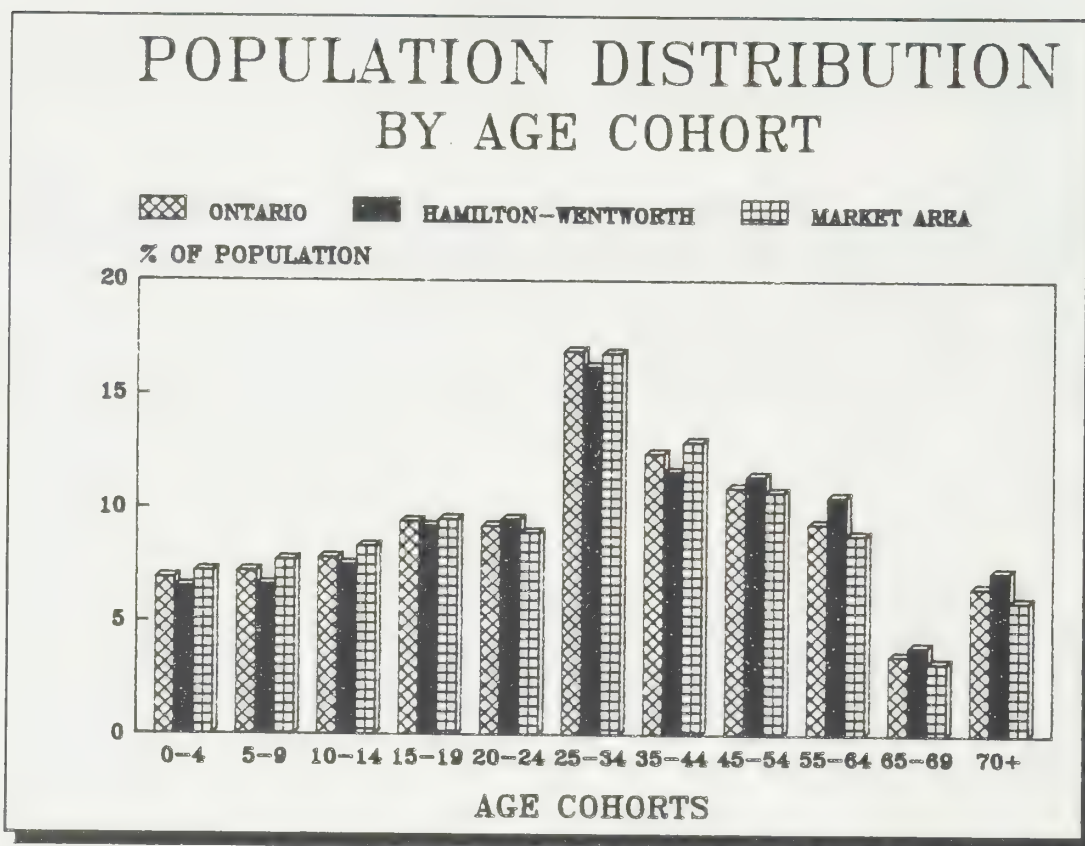
PRIVATE HOUSEHOLDS, TOTAL	750,150
BY NUMBER OF PERSONS:	
1	132,805
2	214,860
3	135,025
4-5	229,910
6-9	36,775
10 OR MORE	770
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	2,204,950

##### FAMILIES(1981)

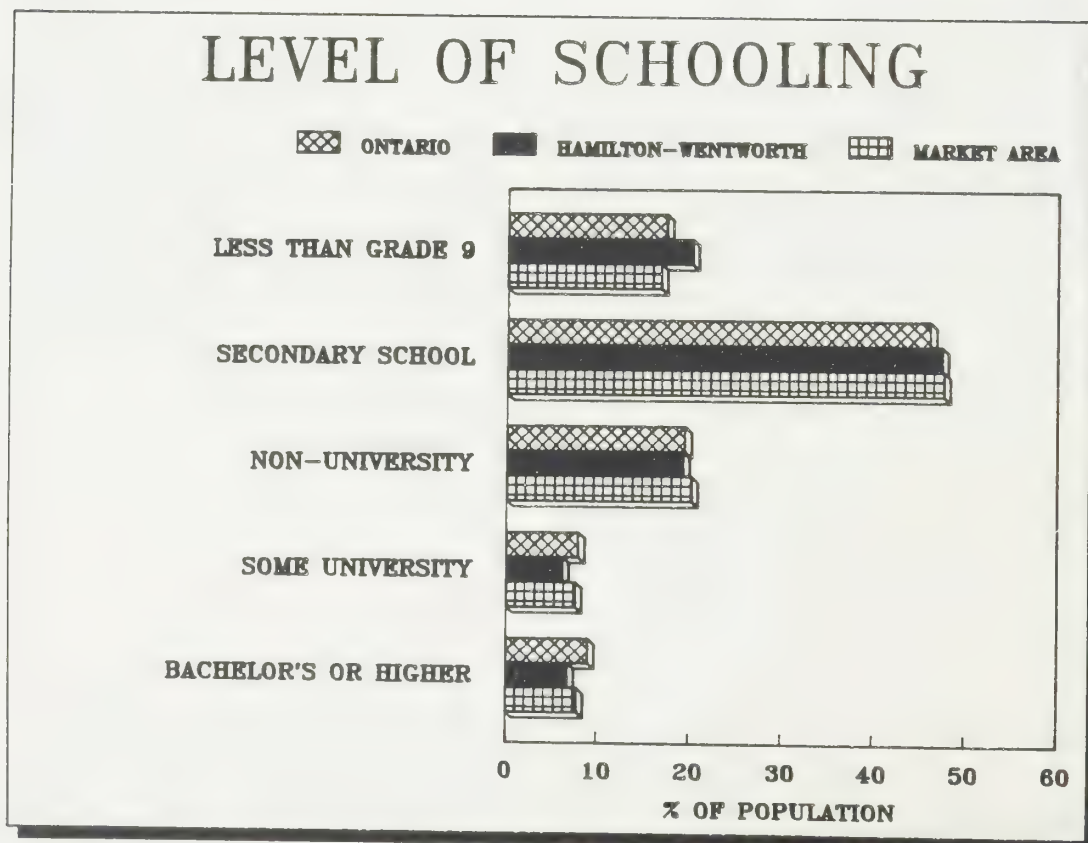
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	602,025
HUSBAND-WIFE FAMILIES	542,165
LONE-PARENT FAMILIES	59,855
BY NUMBER OF CHILDREN AT HOME:	
0	188,290
1	145,655
2	167,890
3-4	92,815
5 OR MORE	7,380
CHILDREN AT HOME, TOTAL	821,855
UNDER 6 YEARS	192,005
6-14 YEARS	319,800
15-17 YEARS	120,550
18-24 YEARS	158,670
25 YEARS AND MORE	30,830

## 4.3 COMPARATIVE ANALYSIS CORPORATE ACTIVITIES MARKET AREA

### 4.3.1 POPULATION



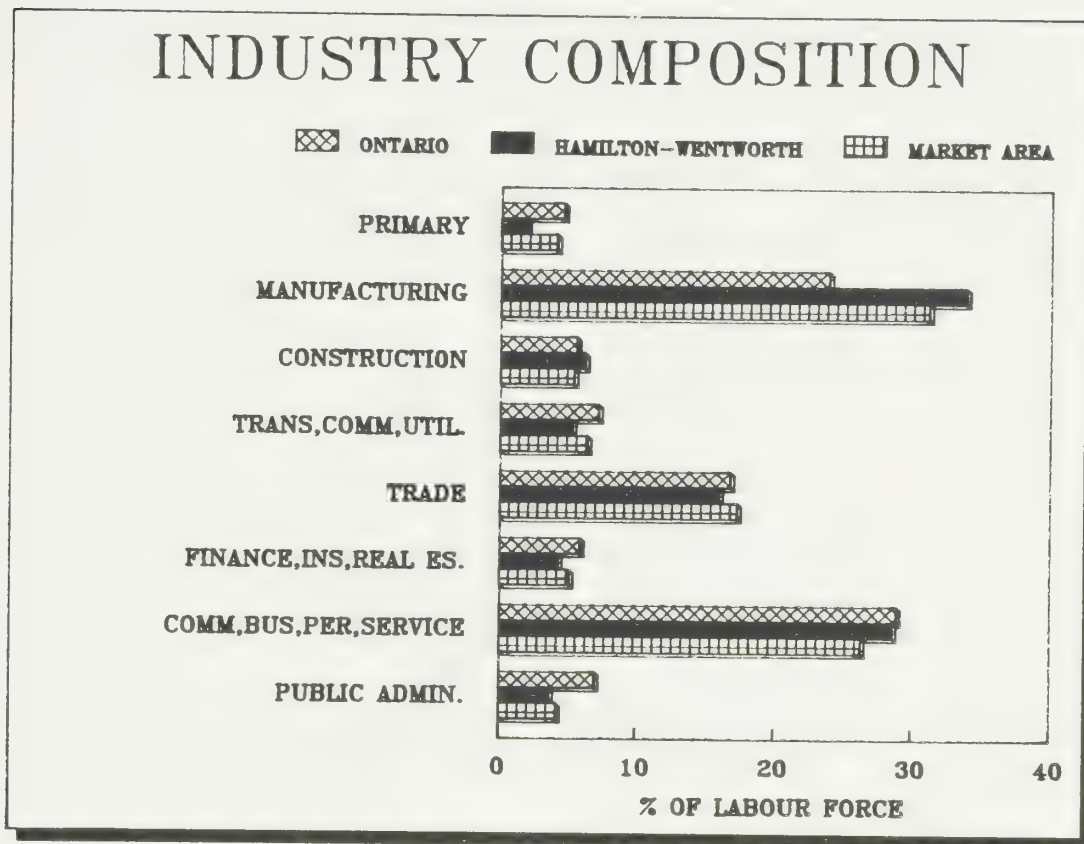
### 4.3.2 EDUCATION



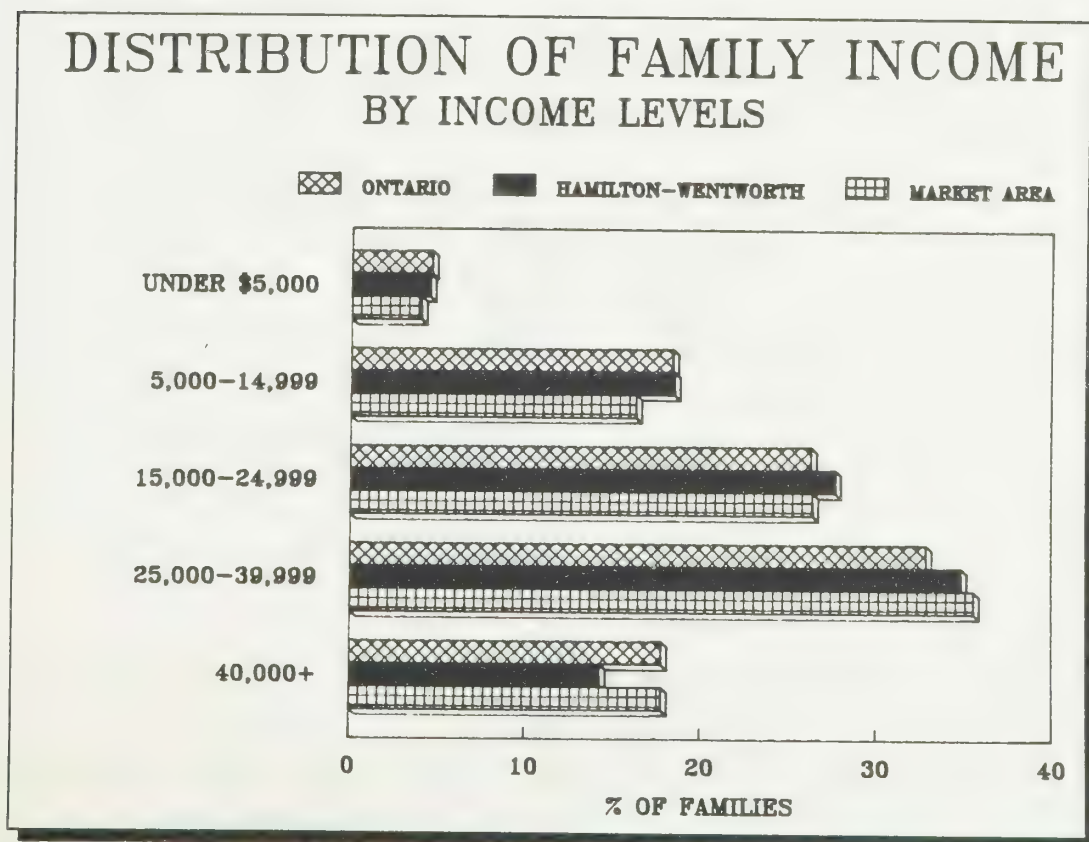


# CORPORATE ACTIVITIES MARKET AREA

## 4.3.3 INDUSTRY



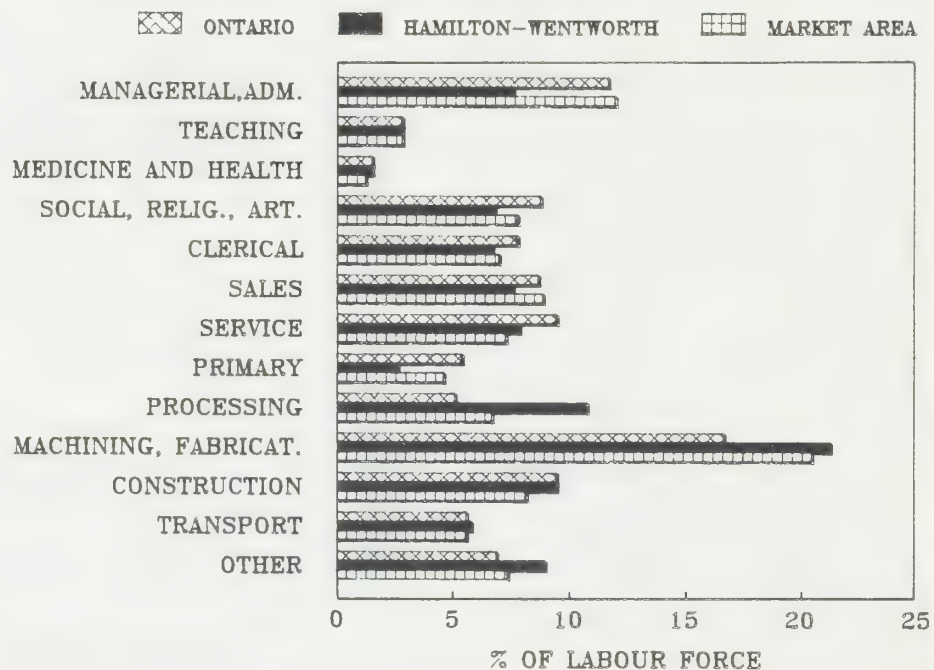
## 4.3.4 FAMILY INCOME



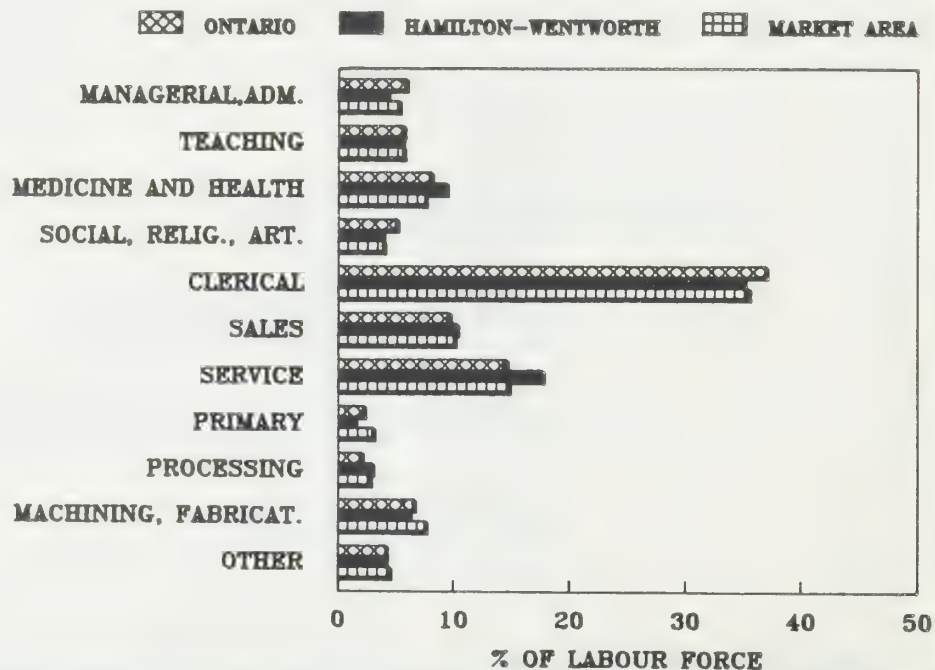
# CORPORATE ACTIVITIES MARKET AREA

## 4.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES




## **5.0 RETAIL SERVICES**

### **MARKET AREA**

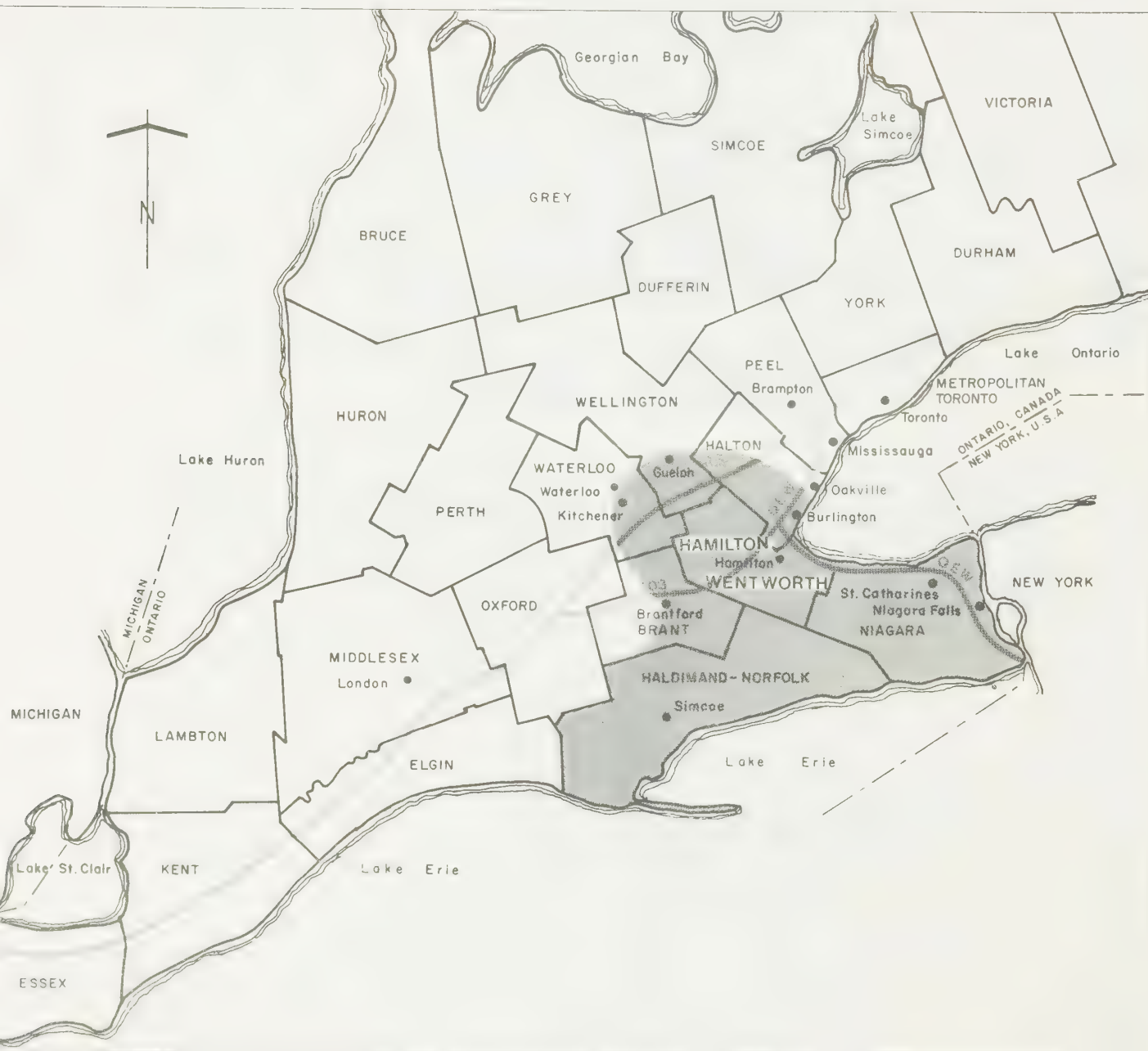
Retail Services consist of firms involved in selling durable and non-durable goods directly to consumers. The category includes all retail outlets.

## 5.1 RETAIL SERVICES

Market Area 

Burlington (C)  
Guelph (C)  
Kitchener (C)  
Brantford (C)  
Niagara (RM)  
Halldimand-Norfolk (RM)

Unfortunately, no customer surveys have been conducted at Jackson Square. If such a survey were undertaken, it would probably extend the retail service market area towards Oakville and Mississauga.





## 5.2 STATISTICAL PROFILE

### 5.2.1 POPULATION

#### RETAIL SERVICES

1976 CENSUS	1,237,208
1981 CENSUS	1,269,319
1986 CENSUS	1,305,311

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	622,790
0-4 YEARS	43,795
5-9 YEARS	46,110
10-14 YEARS	51,485
15-19 YEARS	60,870
20-24 YEARS	57,720
25-34 YEARS	100,835
35-44 YEARS	76,100
45-54 YEARS	69,585
55-64 YEARS	60,055
65-69 YEARS	21,930
70 YEARS AND OVER	34,305

FEMALE, TOTAL	646,510
0-4 YEARS	41,660
5-9 YEARS	43,790
10-14 YEARS	48,935
15-19 YEARS	58,965
20-24 YEARS	57,590
25-34 YEARS	104,275
35-44 YEARS	75,945
45-54 YEARS	70,545
55-64 YEARS	65,530
65-69 YEARS	25,330
70 YEARS AND OVER	53,975

TOTAL, MALE AND FEMALE	1,269,300
0-4 YEARS	85,455
5-9 YEARS	89,900
10-14 YEARS	100,420
15-19 YEARS	119,835
20-24 YEARS	115,310
25-34 YEARS	205,110
35-44 YEARS	152,045
45-54 YEARS	140,130
55-64 YEARS	125,585
65-69 YEARS	47,260
70 YEARS AND OVER	88,280

## 5.2.2 ECONOMIC CHARACTERISTICS

INCOME	RETAIL SERVICES
PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(\$MILLIONS)	19,962
PER CAPITA \$	13,128
INCOME RATING INDEX(national average = 100)*	103
TOTAL, MALES(1981)	449,500
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	34,400
\$2,000-\$3,999	24,765
4,000-5,999	32,960
6,000-9999	48,075
10,000-14,999	59,585
15,000-19,999	80,985
20,000-24,999	77,315
25,000 AND OVER	91,400
TOTAL, FEMALES(1981)	398,945
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	43,700
\$1,000-\$1,999	31,445
2,000-2,999	29,930
3,000-3,999	27,390
4,000-5,999	73,020
6,000-7,999	42,335
8,000-9,999	34,355
10,000-14,999	65,780
15,000 AND OVER	50,985
FAMILY INCOME(1981)	
ALL FAMILIES	343,505
UNDER \$5,000	15,110
\$5,000-\$9,999	28,060
10,000-14,999	35,600
15,000-19,999	41,815
20,000-24,999	53,630
25,000-29,999	50,400
30,000-39,999	67,725
40,000+	51,165

\*MARKET RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

**RETAIL MARKET****RETAIL  
SERVICES**

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	8,255
PER CAPITA \$	5,429
MARKET RATING INDEX(national average = 100)*	101

**LABOUR FORCE(1981)**

MALE POPULATION	
15 YEARS AND OVER	477,295
IN THE LABOUR FORCE	379,455
EMPLOYED	361,040
UNEMPLOYED	18,405

FEMALE POPULATION	
15 YEARS AND OVER	504,425
IN THE LABOUR FORCE	264,960
EMPLOYED	244,135
UNEMPLOYED	20,830

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	981,720
IN THE LABOUR FORCE	644,415
EMPLOYED	605,175
UNEMPLOYED	39,235

**LEVEL OF SCHOOLING(1981)**

POPULATION 15 YEARS AND OVER	981,710
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	180,995
WITHOUT SECONDARY SCHOOL CERTIFICATE	308,175
WITH SECONDARY SCHOOL GRAD CERTIFICATE	127,120
TRADES CERTIFICATE OR DIPLOMA	36,115
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	56,715
WITH TRADES CERTIFICATE OR DIPLOMA	58,650
WITH NON-UNIVERSITY OR CERTIFICATE	75,320
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	36,075
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	32,085
WITH BACHELOR'S DEGREE OR HIGHER	70,460

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

# **OCCUPATION BY MAJOR GROUPS(1981)**

## **RETAIL SERVICES**

MALES- TOTAL LABOUR FORCE	379,450
OCCUPATION- NOT APPLICABLE	2,840
ALL OCCUPATIONS	376,625
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	37,120
TEACHING AND RELATED OCCUPATIONS	11,350
OCCUPATIONS IN MEDICINE AND HEALTH	4,910
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	27,050
CLERICAL AND RELATED OCCUPATIONS	24,095
SALES OCCUPATIONS	31,175
SERVICE OCCUPATIONS	29,770
PRIMARY OCCUPATIONS	15,565
PROCESSING OCCUPATIONS	31,975
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	81,320
CONSTRUCTION TRADES OCCUPATIONS	32,810
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	20,410
OTHER	29,090

FEMALES- TOTAL LABOUR FORCE	264,960
OCCUPATION- NOT APPLICABLE	4,655
ALL OCCUPATIONS	260,295
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	11,910
TEACHING AND RELATED OCCUPATIONS	15,320
OCCUPATIONS IN MEDICINE AND HEALTH	21,465
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	10,170
CLERICAL AND RELATED OCCUPATIONS	85,635
SALES OCCUPATIONS	27,325
SERVICE OCCUPATIONS	44,705
PRIMARY OCCUPATIONS	8,485
PROCESSING OCCUPATIONS	7,270
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	18,120
OTHER	9,855

# **INDUSTRY DIVISIONS(1981)**

TOTAL LABOUR FORCE, BOTH SEXES	644,415
ALL INDUSTRIES	636,930
PRIMARY INDUSTRIES	24,715
MANUFACTURING INDUSTRIES	204,280
CONSTRUCTION INDUSTRY	35,080
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	35,055
TRADE	103,740
FINANCE, INSURANCE AND REAL ESTATE	28,855
COMMUNITY BUSINESS AND PERSONAL SERVICES	179,020
PUBLIC ADMINISTRATION AND DEFENCE	26,170



**MANUFACTURING ACTIVITY****RETAIL  
SERVICES**

MANUFACTURING INDUSTRIES OF CANADA, 1983	
ESTABLISHMENTS	1,933
MALE	88,917
FEMALE	20,310
WAGES (THOUSANDS OF DOLLARS)	2,628,344

NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE*	
0-4	506
5-9	323
10-19	315
20-49	346
50-99	175
100-199	145
200-499	77
500-999	34
1,000+	12
TOTAL	1,933

\* STATISTICS CANADA DOES NOT DISAGGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

### 5.2.3 HOUSING AND BUILDING ACTIVITY

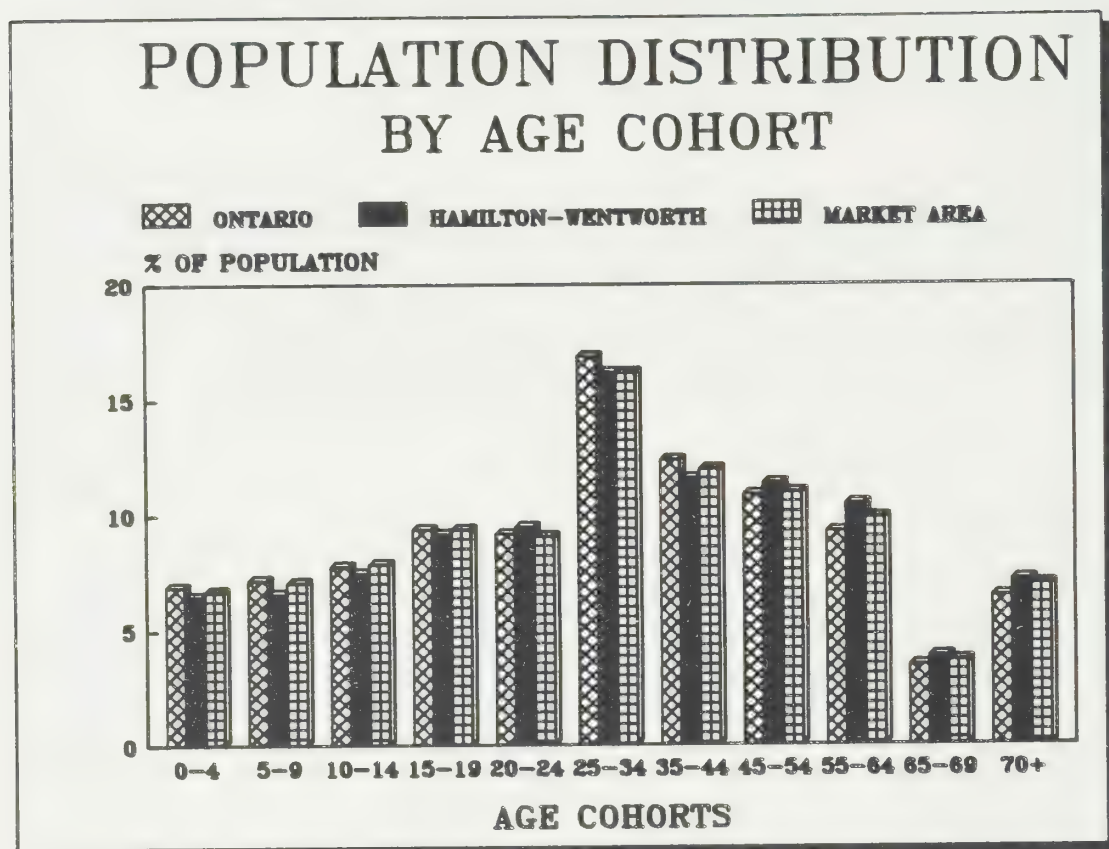
HOUSING(1981)	RETAIL SERVICES
OCCUPIED PRIVATE DWELLINGS, TOTAL OWNED RENTED	444,445 291,300 153,140
SINGLE DETACHED SINGLE ATTACHED APARTMENT, 5 OR MORE STORIES APARTMENT, LESS THAN 5 STORIES DUPLEX	280,270 43,250 58,320 46,960 14,575
BUILDING PERMITS	
NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	3,692
COTTAGES	9
DOUBLE DWELLINGS	281
ROW HOUSING	386
APARTMENTS	848
CONVERSIONS	56
TOTAL	5,272
VALUE OF PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	332,095
INDUSTRIAL	73,627
COMMERCIAL	128,781
INSTITUTIONAL AND GOVERNMENTAL	41,296
TOTAL	575,799
NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	5,320
COTTAGES	11
DOUBLE DWELLINGS	310
ROW HOUSING	927
APARTMENTS	1,285
CONVERSIONS	348
TOTAL	8,201
VALUE OF PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	507,537
INDUSTRIAL	171,484
COMMERCIAL	168,577
INSTITUTIONAL AND GOVERNMENTAL	56,762
TOTAL	904,360

## 5.2.4 FAMILIES

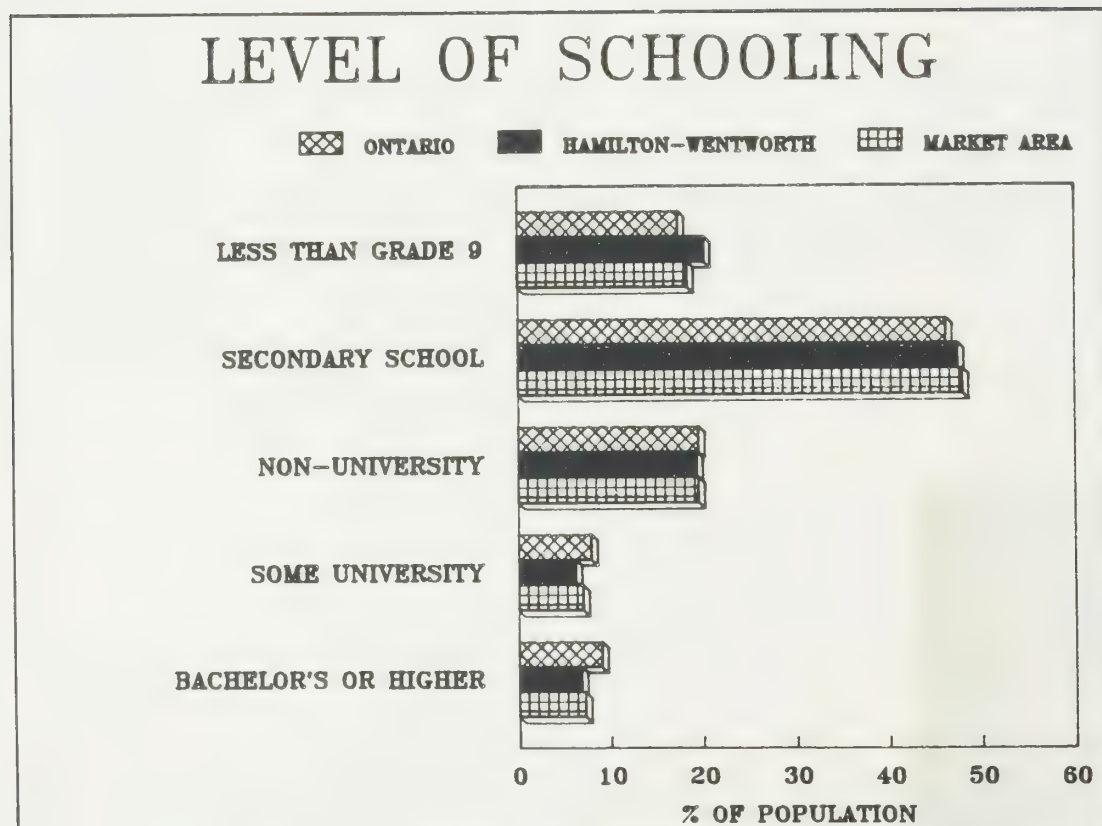
MARITAL STATUS(1981)	RETAIL SERVICES
SINGLE(NEVER MARRIED), TOTAL	524,915
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	249,155
MARRIED	651,005
WIDOWED	67,695
DIVORCED	25,670
PRIVATE HOUSEHOLDS(1981)	
PRIVATE HOUSEHOLDS, TOTAL	444,435
BY NUMBER OF PERSONS:	
1	90,235
2	133,815
3	77,760
4-5	123,385
6-9	18,915
10 OR MORE	340
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	1,248,170
FAMILIES(1981)	
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	343,490
HUSBAND-WIFE FAMILIES	305,885
LONE-PARENT FAMILIES	37,600
BY NUMBER OF CHILDREN AT HOME:	
0	115,080
1	83,710
2	90,830
3-4	49,970
5 OR MORE	3,890
CHILDREN AT HOME, TOTAL	448,190
UNDER 6 YEARS	100,970
6-14 YEARS	169,845
15-17 YEARS	67,375
18-24 YEARS	90,795
25 YEARS AND MORE	19,190

## 5.3 COMPARATIVE ANALYSIS RETAIL SERVICES MARKET AREA

### 5.3.1 POPULATION



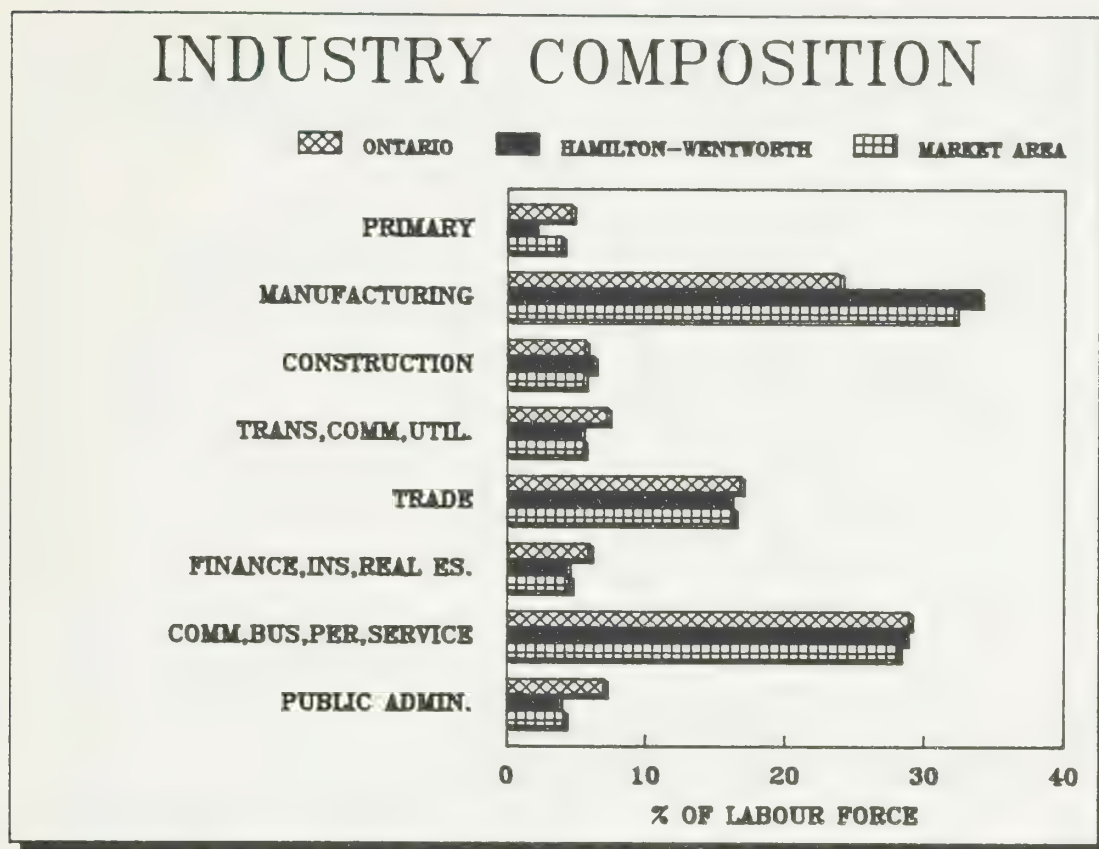
### 5.3.2 EDUCATION



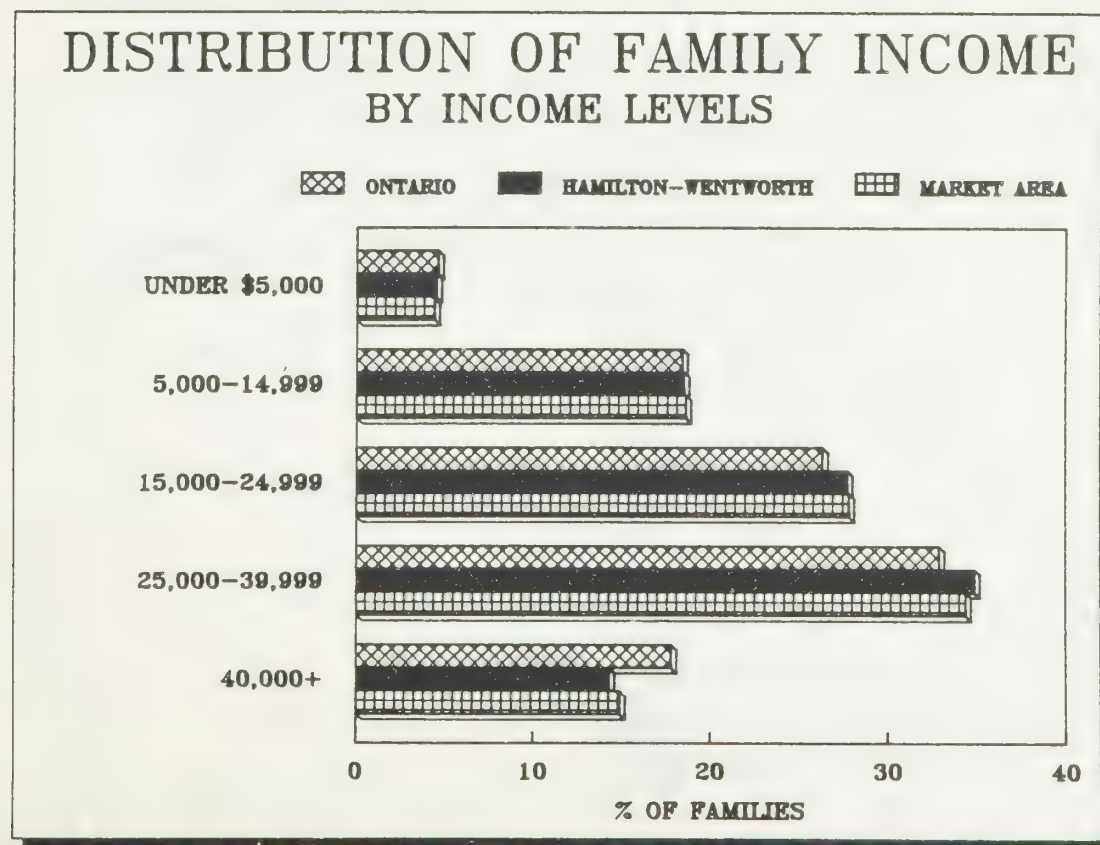


# RETAIL SERVICES MARKET AREA

## 5.3.3 INDUSTRY



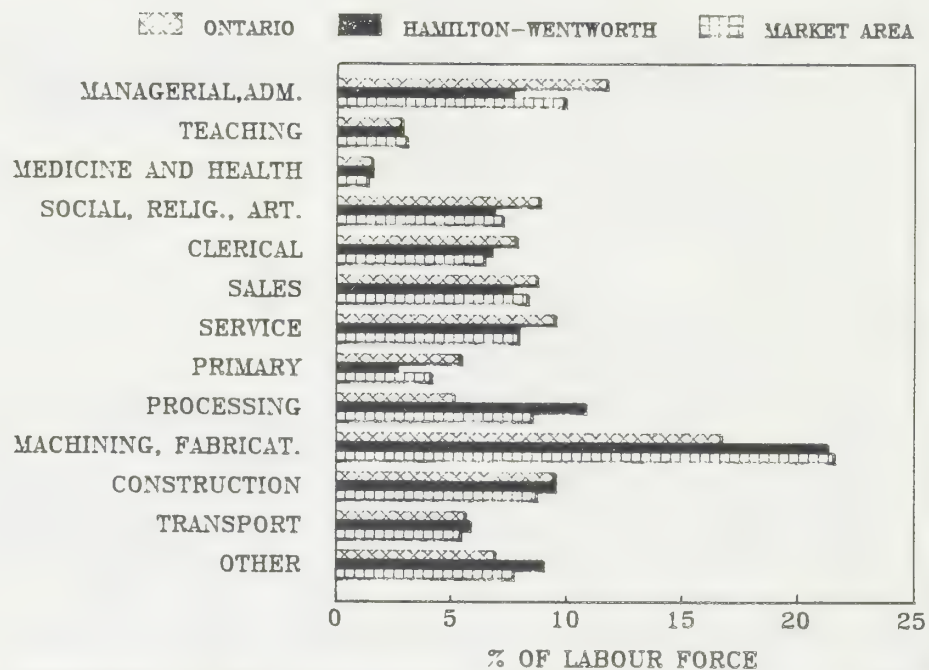
## 5.3.4 FAMILY INCOME



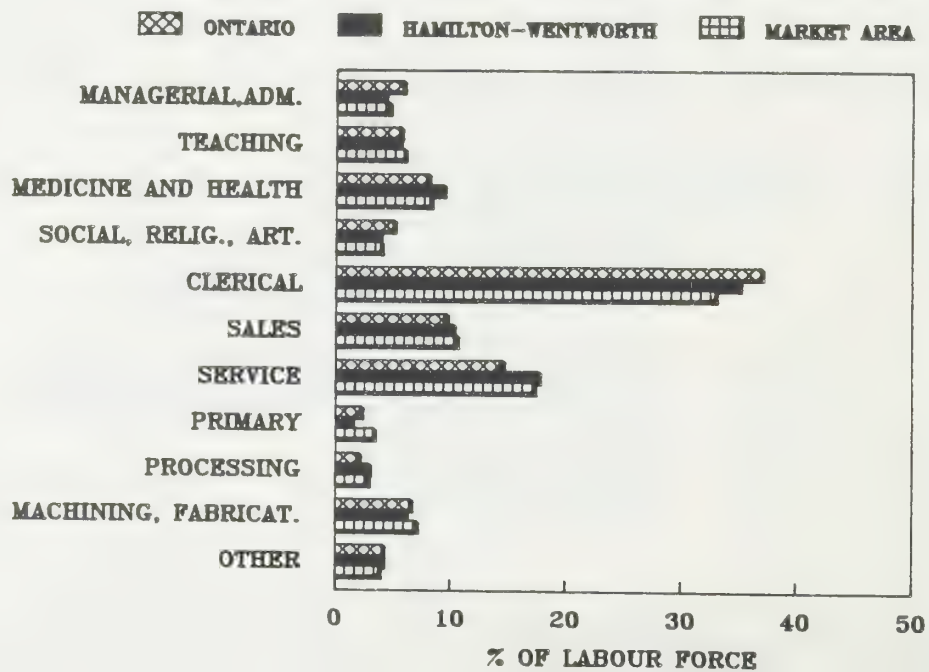
# RETAIL SERVICES MARKET AREA

## 5.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES



## **6.0 CONSUMER SERVICES**

### **MARKET AREA**

Consumer Services consist of firms that satisfy the daily needs of the consumer. A refined definition of this category was used that includes only those services that satisfy the consumer's entertainment and cultural needs.

## 6.1 CONSUMER SERVICES

Primary Market Area 

Secondary Market Area 

Halton (RM)  
Peel (RM)  
Metropolitan Toronto (RM)  
Wellington (County)  
Waterloo (RM)  
Brant (County)  
Niagara (RM)

Perth (RM)  
Oxford (County)  
Haldimand-Norfolk (RM)  
Middlesex (County)

Note: Haldimand-Norfolk's exclusions from the primary market area can be explained by the ticket outlet information gathered from Copp's Coliseum. Since there are no ticket outlets located in Haldimand-Norfolk, tickets would have to be purchased in Hamilton-Wentworth. Therefore, Haldimand-Norfolk ticket purchasers would be aggregated with Hamilton-Wentworth purchasers.





## 6.2 STATISTICAL PROFILE

### 6.2.1 POPULATION

#### CONSUMER SERVICES

1976 CENSUS	4,560,203
1981 CENSUS	4,760,753
1986 CENSUS	4,999,470
<b>SEX AND AGE GROUP(1981)</b>	
MALE, TOTAL	2,329,005
0-4 YEARS	161,575
5-9 YEARS	166,880
10-14 YEARS	184,305
15-19 YEARS	219,305
20-24 YEARS	222,250
25-34 YEARS	402,370
35-44 YEARS	300,030
45-54 YEARS	268,100
55-64 YEARS	214,095
65-69 YEARS	74,510
70 YEARS AND OVER	115,560
FEMALE, TOTAL	2,431,745
0-4 YEARS	153,360
5-9 YEARS	157,275
10-14 YEARS	175,875
15-19 YEARS	211,585
20-24 YEARS	228,935
25-34 YEARS	422,900
35-44 YEARS	302,070
45-54 YEARS	266,800
55-64 YEARS	233,255
65-69 YEARS	89,375
70 YEARS AND OVER	190,320
TOTAL, MALE AND FEMALE	4,760,750
0-4 YEARS	314,935
5-9 YEARS	324,155
10-14 YEARS	360,180
15-19 YEARS	430,890
20-24 YEARS	451,185
25-34 YEARS	825,270
35-44 YEARS	602,100
45-54 YEARS	534,900
55-64 YEARS	447,350
65-69 YEARS	163,885
70 YEARS AND OVER	305,880

## 6.2.2 ECONOMIC CHARACTERISTICS

INCOME		CONSUMER SERVICES
PERSONAL DISPOSABLE INCOME(1986)		
TOTAL(\$MILLIONS)		72,793
PER CAPITA \$		14,315
INCOME RATING INDEX(national average = 100)*		113
TOTAL, MALES(1981)		
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000		1,692,635
\$2,000-\$3,999		130,925
4,000-5,999		98,010
6,000-9,999		119,690
10,000-14,999		175,630
15,000-19,999		249,335
20,000-24,999		299,490
25,000 AND OVER		255,615
		363,940
TOTAL, FEMALES(1981)		
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000		1,570,675
\$1,000-\$1,999		143,725
2,000-2,999		106,330
3,000-3,999		101,335
4,000-5,999		90,190
6,000-7,999		243,880
8,000-9,999		153,600
10,000-14,999		139,575
15,000 AND OVER		316,715
		275,345
FAMILY INCOME(1981)		
ALL FAMILIES		1,257,685
UNDER \$5,000		56,555
\$5,000-\$9,999		88,555
10,000-14,999		123,110
15,000-19,999		145,625
20,000-24,999		177,695
25,000-29,999		172,515
30,000-39,999		252,675
40,000+		240,975

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

RETAIL MARKET		CONSUMER SERVICES
RETAIL SALES(1986)		
TOTAL(\$MILLIONS)		29,508
PER CAPITA \$		5,803
MARKET RATING INDEX(national average = 100)*		108
LABOUR FORCE(1981)		
MALE POPULATION		
15 YEARS AND OVER		1,801,755
IN THE LABOUR FORCE		1,461,590
EMPLOYED		1,403,095
UNEMPLOYED		58,505
FEMALE POPULATION		
15 YEARS AND OVER		1,918,575
IN THE LABOUR FORCE		1,112,375
EMPLOYED		1,048,475
UNEMPLOYED		63,890
MALE AND FEMALE POPULATION		
15 YEARS AND OVER		3,720,330
IN THE LABOUR FORCE		2,573,965
EMPLOYED		2,451,570
UNEMPLOYED		122,395
LEVEL OF SCHOOLING(1981)		
POPULATION 15 YEARS AND OVER		3,720,305
ELEMENTARY-SECONDARY SCHOOL ONLY		
LESS THAN GRADE 9		641,860
WITHOUT SECONDARY SCHOOL CERTIFICATE		1,076,300
WITH SECONDARY SCHOOL GRAD CERTIFICATE		469,420
TRADES CERTIFICATE OR DIPLOMA		116,275
OTHER NON-UNIVERSITY EDUCATION		
WITHOUT CERTIFICATE OR DIPLOMA		222,090
WITH TRADES CERTIFICATE OR DIPLOMA		214,575
WITH NON-UNIVERSITY OR CERTIFICATE		291,990
UNIVERSITY EDUCATION		
WITHOUT CERTIFICATE,DIPLOMA OR DEGREE		168,325
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA		148,970
WITH BACHELOR'S DEGREE OR HIGHER		370,525

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

CONSUMER  
SERVICES

OCCUPATION BY MAJOR GROUPS(1981)

MALES- TOTAL LABOUR FORCE	1,461,595
OCCUPATION- NOT APPLICABLE	8,180
ALL OCCUPATIONS	1,453,415
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	182,700
TEACHING AND RELATED OCCUPATIONS	39,180
OCCUPATIONS IN MEDICINE AND HEALTH	22,805
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	132,895
CLERICAL AND RELATED OCCUPATIONS	127,900
SALES OCCUPATIONS	135,445
SERVICE OCCUPATIONS	132,395
PRIMARY OCCUPATIONS	46,640
PROCESSING OCCUPATIONS	71,750
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	255,645
CONSTRUCTION TRADES OCCUPATIONS	124,605
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	76,095
OTHER	105,385

FEMALES- TOTAL LABOUR FORCE	1,112,365
OCCUPATION- NOT APPLICABLE	13,050
ALL OCCUPATIONS	1,099,300
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	69,210
TEACHING AND RELATED OCCUPATIONS	56,870
OCCUPATIONS IN MEDICINE AND HEALTH	78,610
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	54,425
CLERICAL AND RELATED OCCUPATIONS	421,130
SALES OCCUPATIONS	102,250
SERVICE OCCUPATIONS	142,810
PRIMARY OCCUPATIONS	18,950
PROCESSING OCCUPATIONS	23,105
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	83,205
OTHER	48,710

INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	2,573,965
ALL INDUSTRIES	2,552,720
PRIMARY INDUSTRIES	65,525
MANUFACTURING INDUSTRIES	679,690
CONSTRUCTION INDUSTRY	137,260
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	179,210
TRADE	445,815
FINANCE, INSURANCE AND REAL ESTATE	180,285
COMMUNITY BUSINESS AND PERSONAL SERVICES	744,380
PUBLIC ADMINISTRATION AND DEFENCE	120,545



**MANUFACTURING ACTIVITY****CONSUMER  
SERVICES****MANUFACTURING INDUSTRIES OF CANADA, 1983**

ESTABLISHMENTS	9,917
MALE	272,090
FEMALE	108,149
WAGES(THOUSANDS OF DOLLARS)	8,009,429

**NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE\***

0-4	2,598
5-9	1,612
10-19	1,704
20-49	1,884
50-99	978
100-199	623
200-499	372
500-999	85
1,000+	37
TOTAL	9,893

\* STATISTICS CANADA DOES NOT DISAGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

## 6.2.3 HOUSING AND BUILDING ACTIVITY

### CONSUMER SERVICES

#### HOUSING(1981)

OCCUPIED PRIVATE DWELLINGS, TOTAL	1,665,540
OWNED	985,475
RENTED	680,055
SINGLE DETACHED	811,215
SINGLE ATTACHED	254,325
APARTMENT, 5 OR MORE STORIES	381,515
APARTMENT, LESS THAN 5 STORIES	178,060
DUPLEX	36,745

#### BUILDING PERMITS

NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	12,510
COTTAGES	15
DOUBLE DWELLINGS	835
ROW HOUSING	1,436
APARTMENTS	5,113
CONVERSIONS	528
TOTAL	20,437

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	1,471,349
INDUSTRIAL	303,343
COMMERCIAL	1,046,818
INSTITUTIONAL AND GOVERNMENTAL	286,362
TOTAL	3,107,872

NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	19,651
COTTAGES	19
DOUBLE DWELLINGS	1,047
ROW HOUSING	2,354
APARTMENTS	8,311
CONVERSIONS	773
TOTAL	32,155

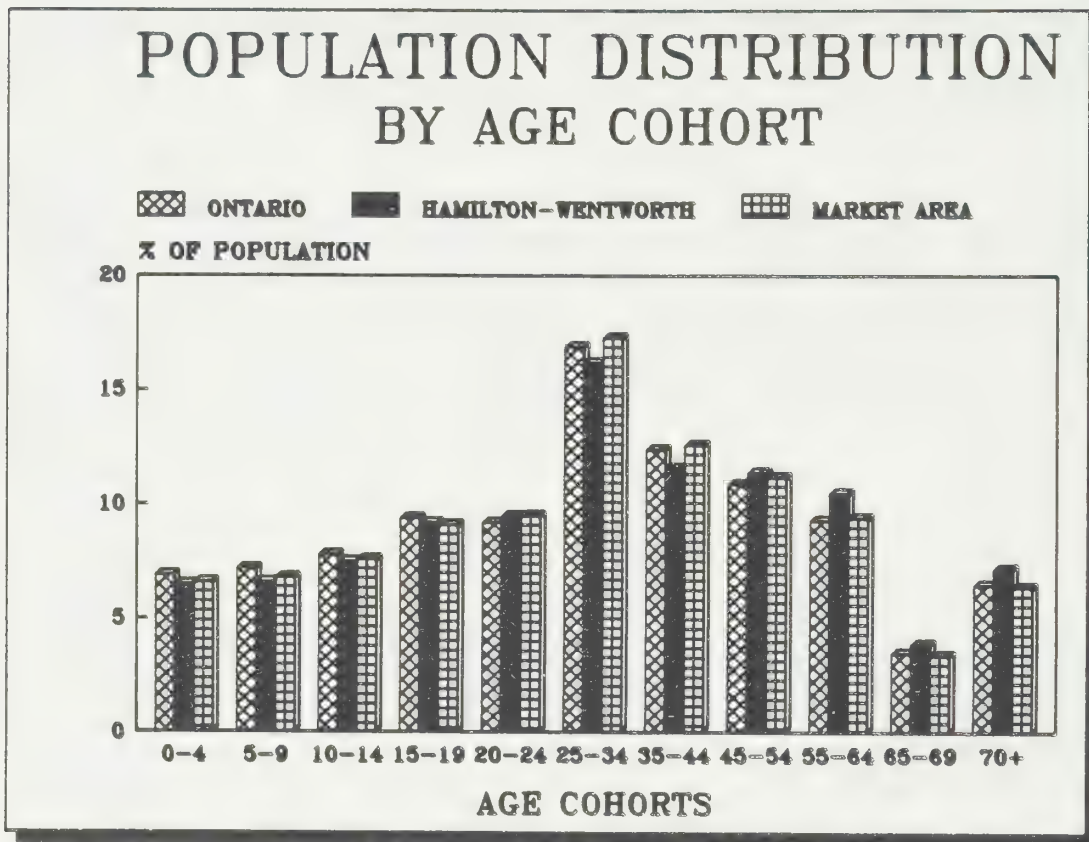
VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	2,279,816
INDUSTRIAL	473,211
COMMERCIAL	1,276,915
INSTITUTIONAL AND GOVERNMENTAL	306,972
TOTAL	4,336,914

## 6.2.4 FAMILIES

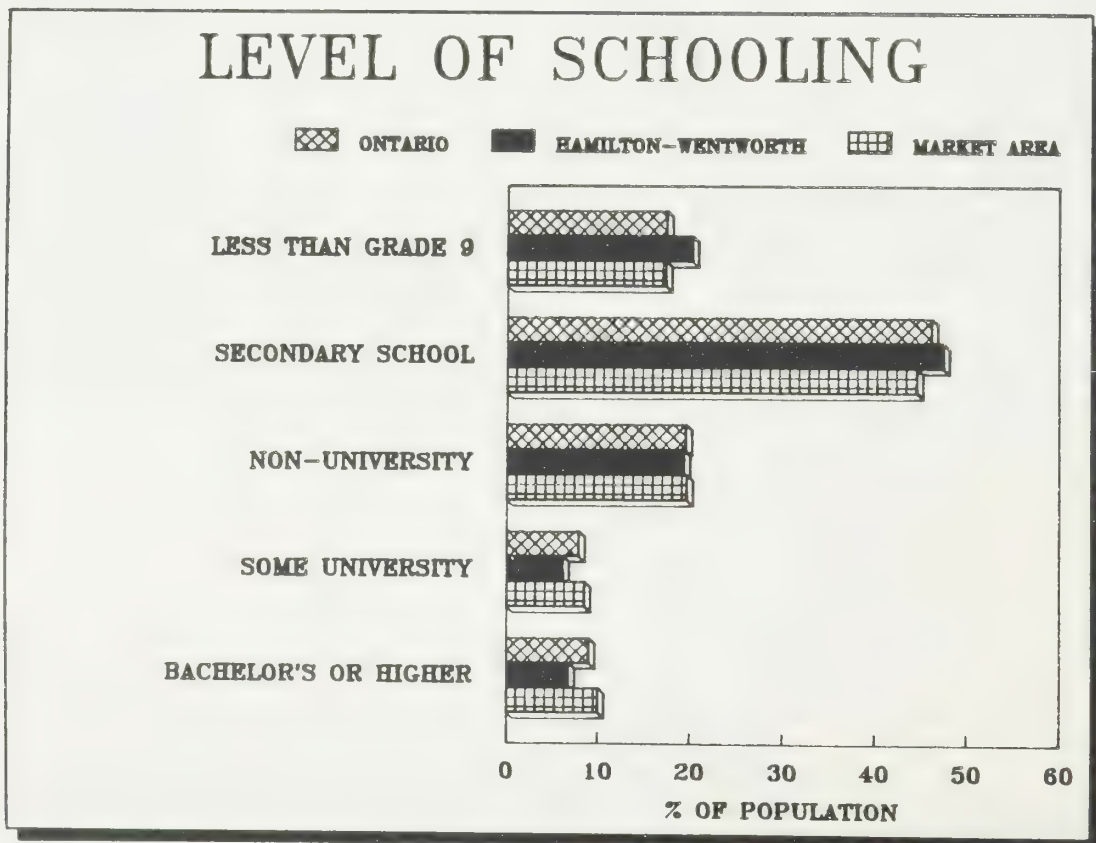
MARITAL STATUS(1981)		CONSUMER SERVICES
SINGLE(NEVER MARRIED), TOTAL		2,029,145
SINGLE(NEVER MARRIED), 15 YEARS AND OVER		1,029,835
MARRIED		2,387,800
WIDOWED		240,220
DIVORCED		103,590
PRIVATE HOUSEHOLDS(1981)		
PRIVATE HOUSEHOLDS, TOTAL		1,665,530
BY NUMBER OF PERSONS:		
1		361,380
2		482,695
3		287,060
4-5		451,240
6-9		81,220
10 OR MORE		1,925
TOTAL POPULATION IN PRIVATE HOUSEHOLDS		4,683,835
FAMILIES(1981)		
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL		1,257,655
HUSBAND-WIFE FAMILIES		1,113,310
LONE-PARENT FAMILIES		144,345
BY NUMBER OF CHILDREN AT HOME:		
0		411,525
1		319,650
2		330,140
3-4		181,420
5 OR MORE		14,930
CHILDREN AT HOME, TOTAL		1,648,135
UNDER 6 YEARS		370,745
6-14 YEARS		609,950
15-17 YEARS		238,015
18-24 YEARS		348,885
25 YEARS AND MORE		80,540

## 6.3 COMPARATIVE ANALYSIS CONSUMER SERVICES MARKET AREA

### 6.3.1 POPULATION



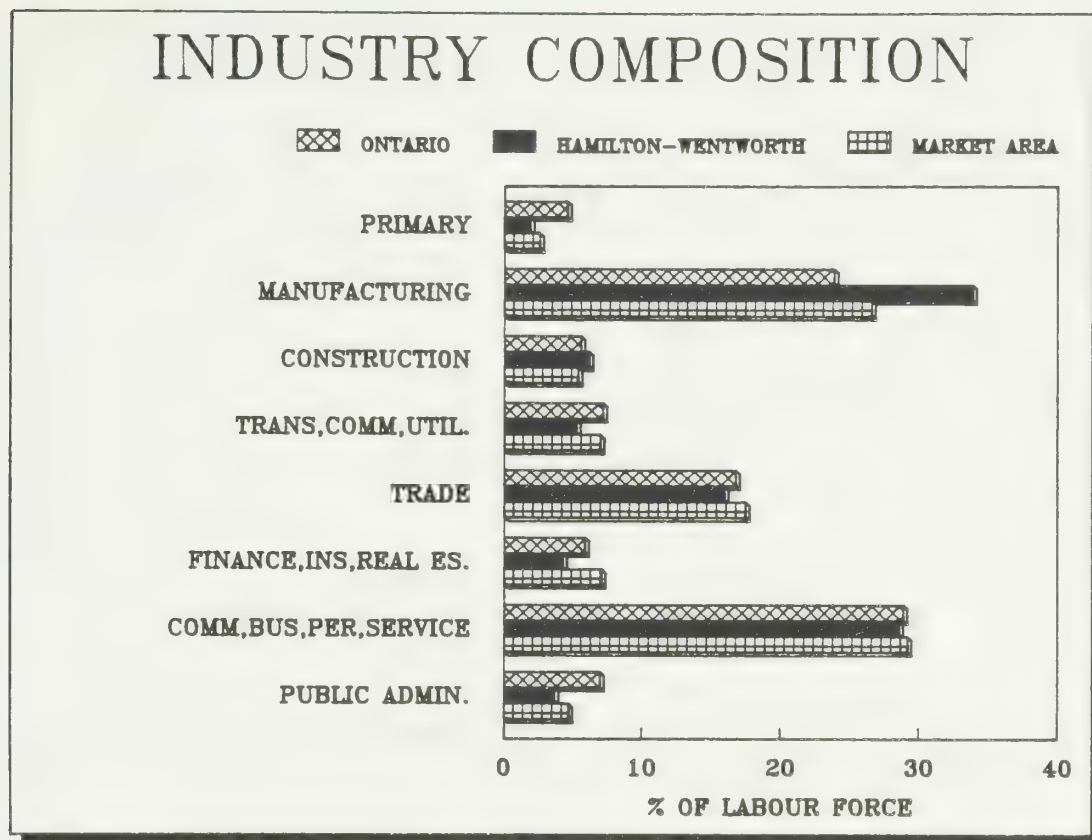
### 6.3.2 EDUCATION



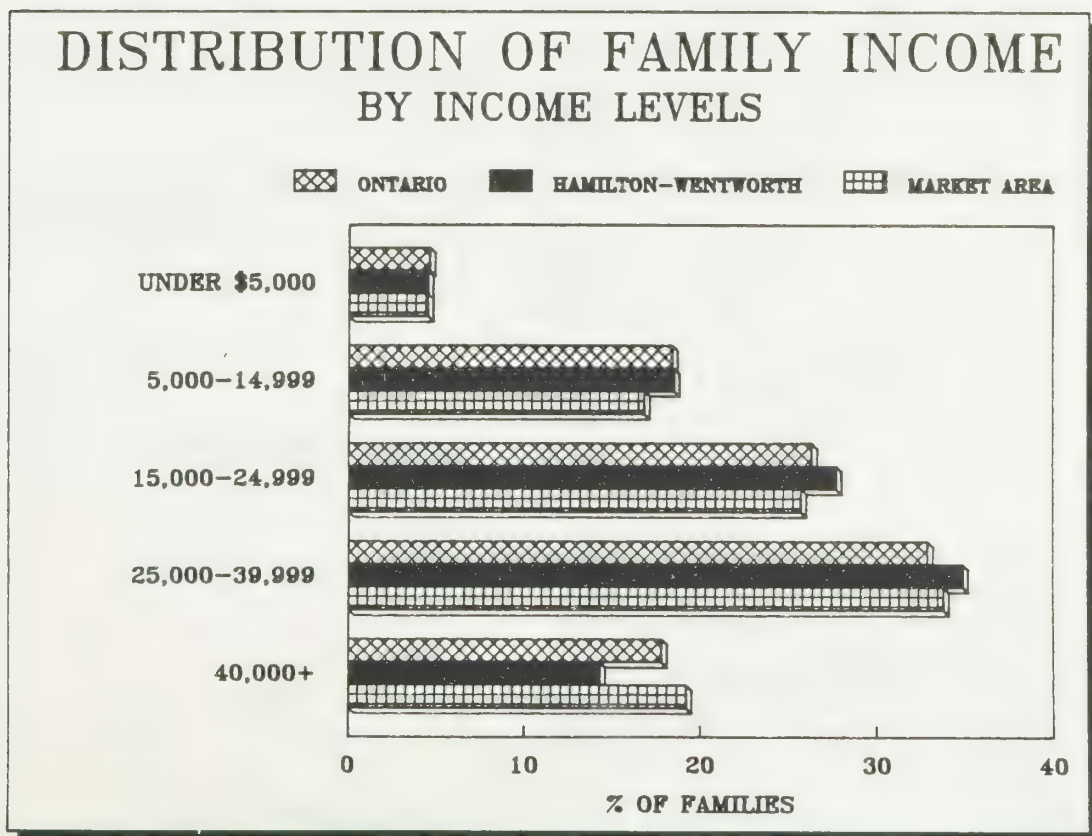


# CONSUMER SERVICES MARKET AREA

## 6.3.3. INDUSTRY

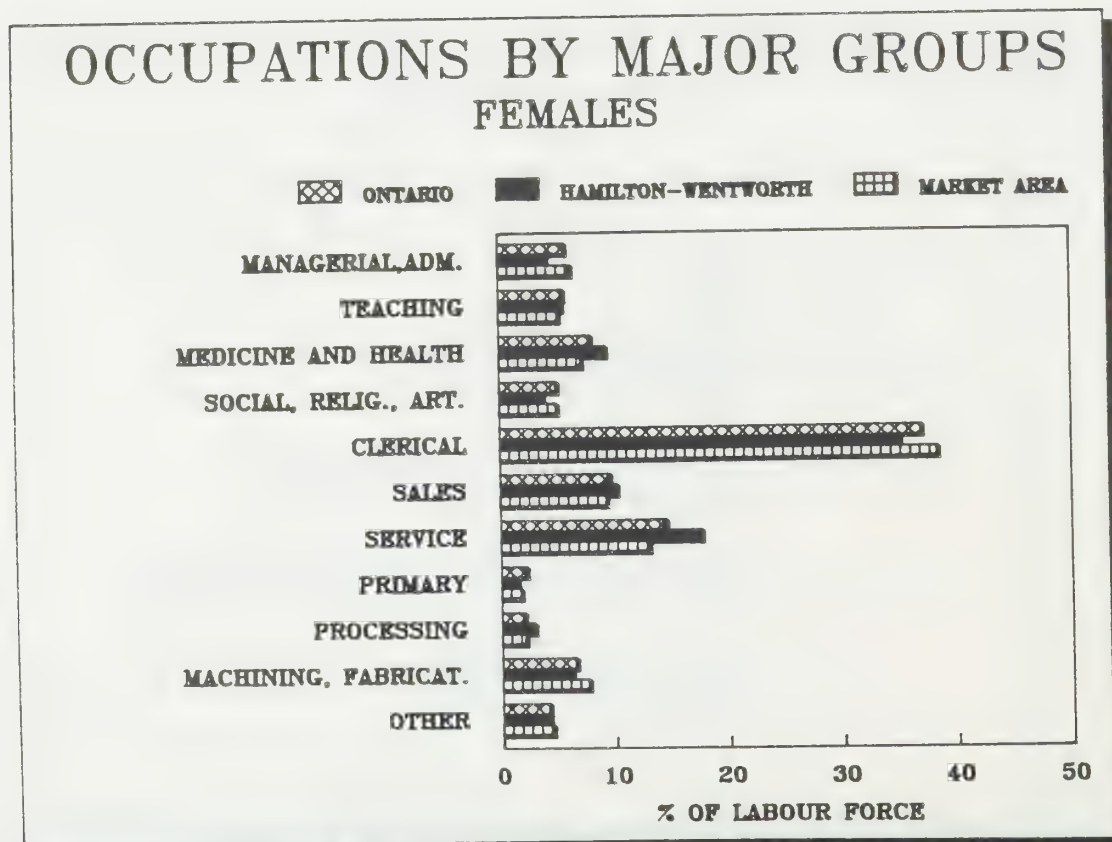
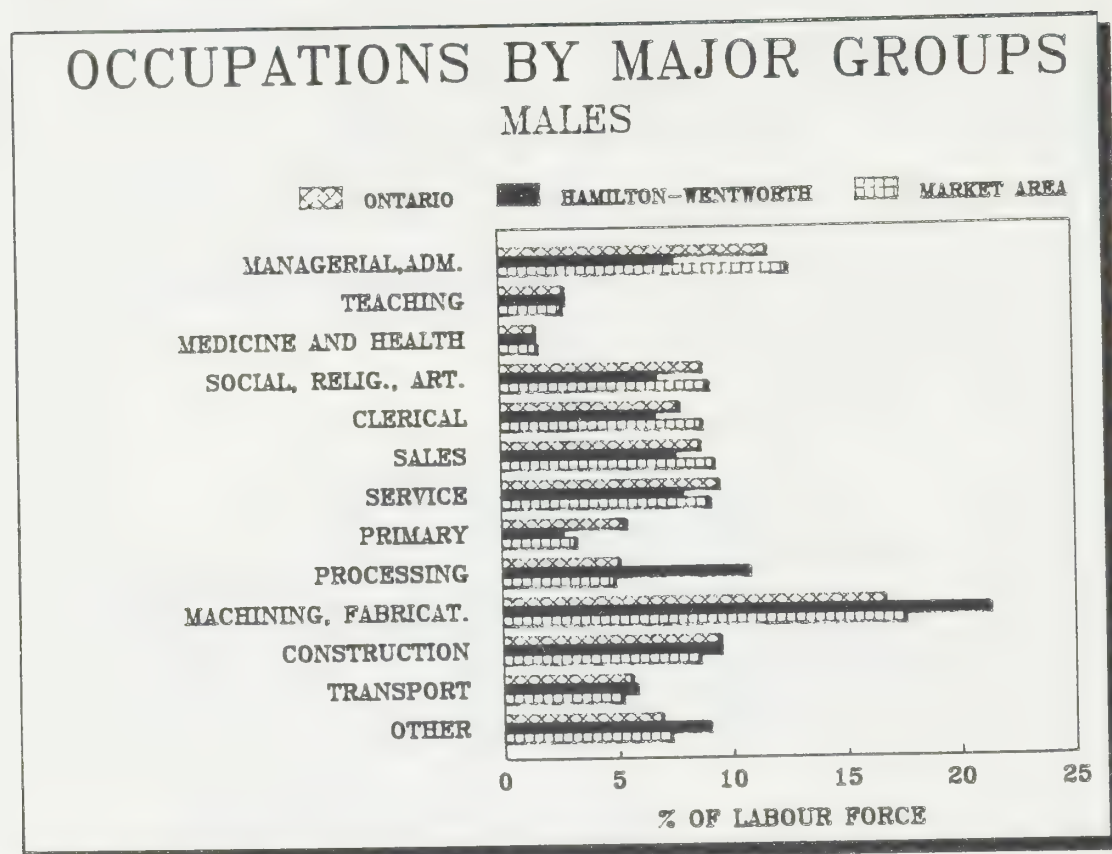


## 6.3.4 FAMILY INCOME



# CONSUMER SERVICES MARKET AREA

## 6.3.5 OCCUPATIONS



## **7.0 INSTITUTIONAL SERVICES**

### **MARKET AREA**

Institutional Services consist of organizations that are involved with the development and maintenance of human capital. The category includes institutions that provide health and education services.

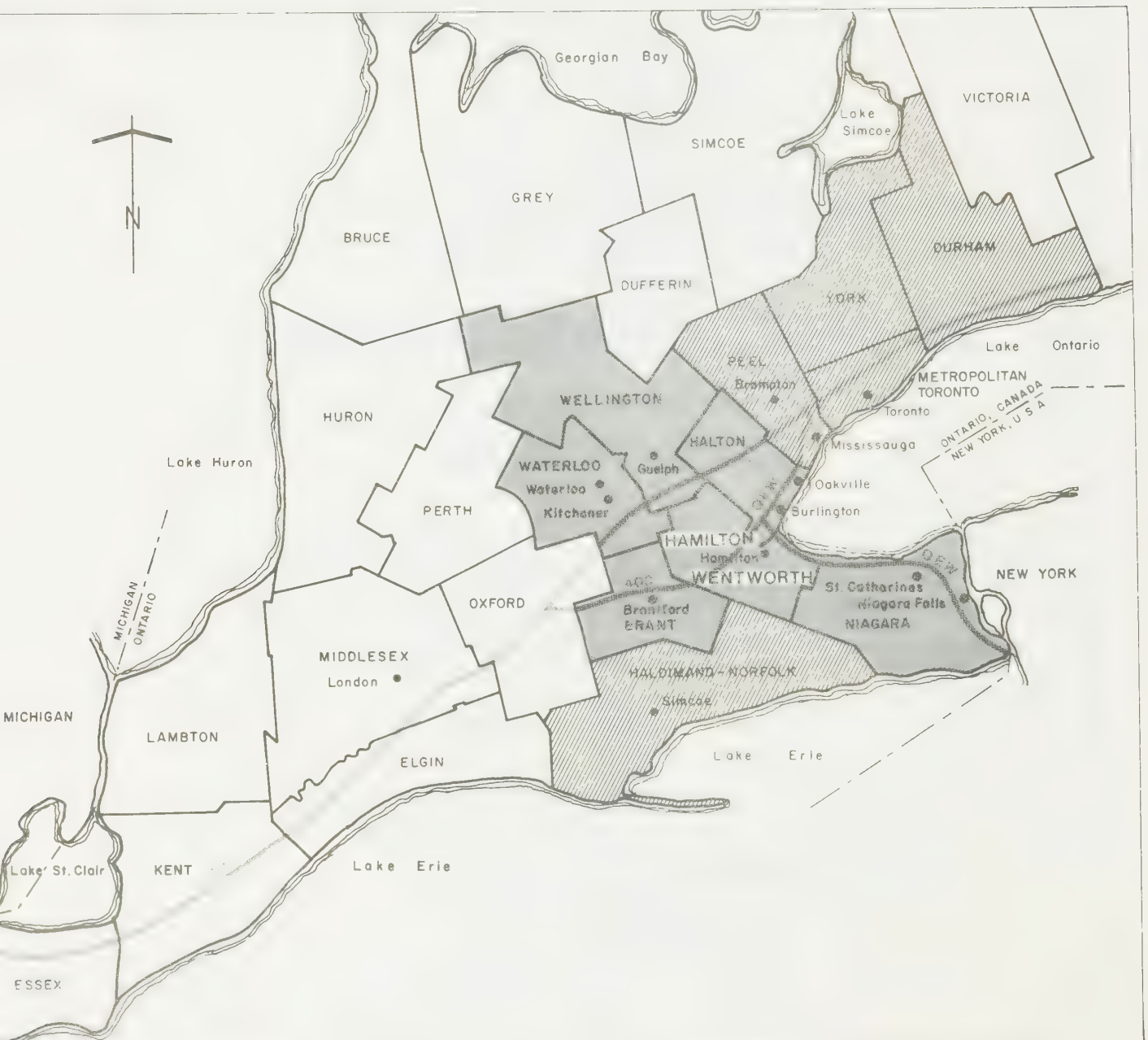
## 7.1 INSTITUTIONAL SERVICES

Primary Market Area ■

Secondary Market Area ▨

Halton (RM)  
Waterloo (RM)  
Wellington (County)  
Brant (County)  
Niagara (RM)

Peel (RM)  
Haldimand-Norfolk (RM)  
Metropolitan Toronto (RM)  
York (RM)  
Durham (RM)





## 7.2 STATISTICAL PROFILE

### 7.2.1 POPULATION

#### INSTITUTIONAL SERVICES

1976 CENSUS	4,556,230
1981 CENSUS	4,826,977
1986 CENSUS	5,191,818

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	2,366,935
0-4 YEARS	166,240
5-9 YEARS	171,960
10-14 YEARS	189,120
15-19 YEARS	223,250
20-24 YEARS	222,500
25-34 YEARS	409,745
35-44 YEARS	311,230
45-54 YEARS	274,045
55-64 YEARS	213,140
65-69 YEARS	73,135
70 YEARS AND OVER	112,560

FEMALE, TOTAL	2,459,290
0-4 YEARS	157,820
5-9 YEARS	162,220
10-14 YEARS	180,805
15-19 YEARS	214,520
20-24 YEARS	227,635
25-34 YEARS	431,975
35-44 YEARS	310,935
45-54 YEARS	270,160
55-64 YEARS	230,640
65-69 YEARS	87,310
70 YEARS AND OVER	185,290

TOTAL, MALE AND FEMALE	4,826,225
0-4 YEARS	324,060
5-9 YEARS	334,180
10-14 YEARS	369,925
15-19 YEARS	437,770
20-24 YEARS	450,135
25-34 YEARS	841,720
35-44 YEARS	622,165
45-54 YEARS	544,205
55-64 YEARS	443,780
65-69 YEARS	160,445
70 YEARS AND OVER	297,850

## 7.2.2 ECONOMIC CHARACTERISTICS

### INSTITUTIONAL SERVICES

#### INCOME

PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(\$MILLIONS)	77,108
PER CAPITA \$	14,568
*INCOME RATING INDEX(national average = 100)	115

TOTAL, MALES(1981)	1,714,165
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	130,850
\$2,000-\$3,999	96,785
4,000-5,999	116,985
6,000-9,999	171,855
10,000-14,999	244,640
15,000-19,999	299,620
20,000-24,999	265,435
25,000 AND OVER	387,990

TOTAL, FEMALES(1981)	1,573,390
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	145,315
\$1,000-\$1,999	106,585
2,000-2,999	100,260
3,000-3,999	89,800
4,000-5,999	240,925
6,000-7,999	151,655
8,000-9,999	138,850
10,000-14,999	318,710
15,000 AND OVER	281,290

FAMILY INCOME(1981)	
ALL FAMILIES	1,278,170
UNDER \$5,000	55,580
\$5,000-\$9,999	85,450
10,000-14,999	119,265
15,000-19,999	142,075
20,000-24,999	178,235
25,000-29,999	176,690
30,000-39,999	264,240
40,000+	256,650

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

INSTITUTIONAL  
SERVICES

RETAIL MARKET

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	30,762
PER CAPITA \$	5,812
*MARKET RATING INDEX(national average = 100)	108

LABOUR FORCE(1981)

MALE POPULATION	
15 YEARS AND OVER	1,825,540
IN THE LABOUR FORCE	1,486,575
EMPLOYED	1,430,395
UNEMPLOYED	56,190

FEMALE POPULATION	
15 YEARS AND OVER	1,932,010
IN THE LABOUR FORCE	1,119,205
EMPLOYED	1,055,355
UNEMPLOYED	63,845

FEMALE AND MALE POPULATION	
15 YEARS AND OVER	3,757,550
IN THE LABOUR FORCE	2,605,780
EMPLOYED	2,485,750
UNEMPLOYED	120,035

LEVEL OF SCHOOLING(1981)

POPULATION 15 YEARS AND OVER	3,757,525
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	634,535
WITHOUT SECONDARY SCHOOL CERTIFICATE	1,092,935
WITH SECONDARY SCHOOL GRAD CERTIFICATE	473,870
TRADES CERTIFICATE OR DIPLOMA	117,675
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	226,645
WITH TRADES CERTIFICATE OR DIPLOMA	219,375
WITH NON-UNIVERSITY OR CERTIFICATE	298,290
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	170,235
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	152,205
WITH BACHELOR'S DEGREE OR HIGHER	371,790

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

INSTITUTIONAL  
SERVICES

OCCUPATION BY MAJOR GROUPS(1981)

MALES- TOTAL LABOUR FORCE	1,486,570
OCCUPATION- NOT APPLICABLE	7,955
ALL OCCUPATIONS	1,478,620
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	191,740
TEACHING AND RELATED OCCUPATIONS	39,025
OCCUPATIONS IN MEDICINE AND HEALTH	22,110
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	137,245
CLERICAL AND RELATED OCCUPATIONS	130,730
SALES OCCUPATIONS	138,005
SERVICE OCCUPATIONS	132,835
PRIMARY OCCUPATIONS	40,245
PROCESSING OCCUPATIONS	71,175
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	263,775
CONSTRUCTION TRADES OCCUPATIONS	126,910
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	77,615
OTHER	107,240

FEMALES- TOTAL LABOUR FORCE	1,119,200
OCCUPATION- NOT APPLICABLE	13,080
ALL OCCUPATIONS	1,106,110
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	71,270
TEACHING AND RELATED OCCUPATIONS	57,965
OCCUPATIONS IN MEDICINE AND HEALTH	77,620
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	55,215
CLERICAL AND RELATED OCCUPATIONS	430,490
SALES OCCUPATIONS	103,315
SERVICE OCCUPATIONS	139,760
PRIMARY OCCUPATIONS	15,685
PROCESSING OCCUPATIONS	22,265
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	83,565
OTHER	48,940

INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	2,605,785
ALL INDUSTRIES	2,584,740
PRIMARY INDUSTRIES	55,805
MANUFACTURING INDUSTRIES	695,285
CONSTRUCTION INDUSTRY	141,965
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	185,980
TRADE	453,470
FINANCE, INSURANCE AND REAL ESTATE	183,925
COMMUNITY BUSINESS AND PERSONAL SERVICES	743,960
PUBLIC ADMINISTRATION AND DEFENCE	124,315



**MANUFACTURING ACTIVITY****INSTITUTIONAL  
SERVICES**

MANUFACTURING INDUSTRIES OF CANADA, 1983	
ESTABLISHMENTS	10,413
MALE	287,179
FEMALE	107,574
WAGES (THOUSANDS OF DOLLARS)	8,449,715

NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE*		
	0-4	2,771
	5-9	1,734
	10-19	1,793
	20-49	1,997
	50-99	992
	100-199	626
	200-499	373
	500-999	79
	1,000+	37
	TOTAL	10,402

\* STATISTICS CANADA DOES NOT DISAGGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

## 7.2.3 HOUSING AND BUILDING ACTIVITY

### HOUSING(1981)

### INSTITUTIONAL SERVICES

OCCUPIED PRIVATE DWELLINGS, TOTAL	1,665,110
OWNED	1,008,500
RENTED	656,595
SINGLE DETACHED	824,045
SINGLE ATTACHED	260,855
APARTMENT, 5 OR MORE STORIES	375,370
APARTMENT, LESS THAN 5 STORIES	169,590
DUPLEX	32,685

### BUILDING PERMITS

NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	19,419
COTTAGES	19
DOUBLE DWELLINGS	1,259
ROW HOUSING	2,035
APARTMENTS	5,020
CONVERSIONS	487
TOTAL	28,239

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	2,093,396
INDUSTRIAL	437,844
COMMERCIAL	1,140,104
INSTITUTIONAL AND GOVERNMENTAL	309,248
TOTAL	3,980,592

NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	29,071
COTTAGES	22
DOUBLE DWELLINGS	2,001
ROW HOUSING	2,549
APARTMENTS	8,279
CONVERSIONS	761
TOTAL	42,683

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	3,187,632
INDUSTRIAL	595,431
COMMERCIAL	1,532,331
INSTITUTIONAL AND GOVERNMENTAL	313,033
TOTAL	5,628,427

## 7.2.4 FAMILIES

### INSTITUTIONAL SERVICES

#### MARITAL STATUS(1981)

SINGLE(NEVER MARRIED), TOTAL	2,058,260
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	1,030,090
MARRIED	2,430,045
WIDOWED	235,705
DIVORCED	102,235

#### PRIVATE HOUSEHOLDS(1981)

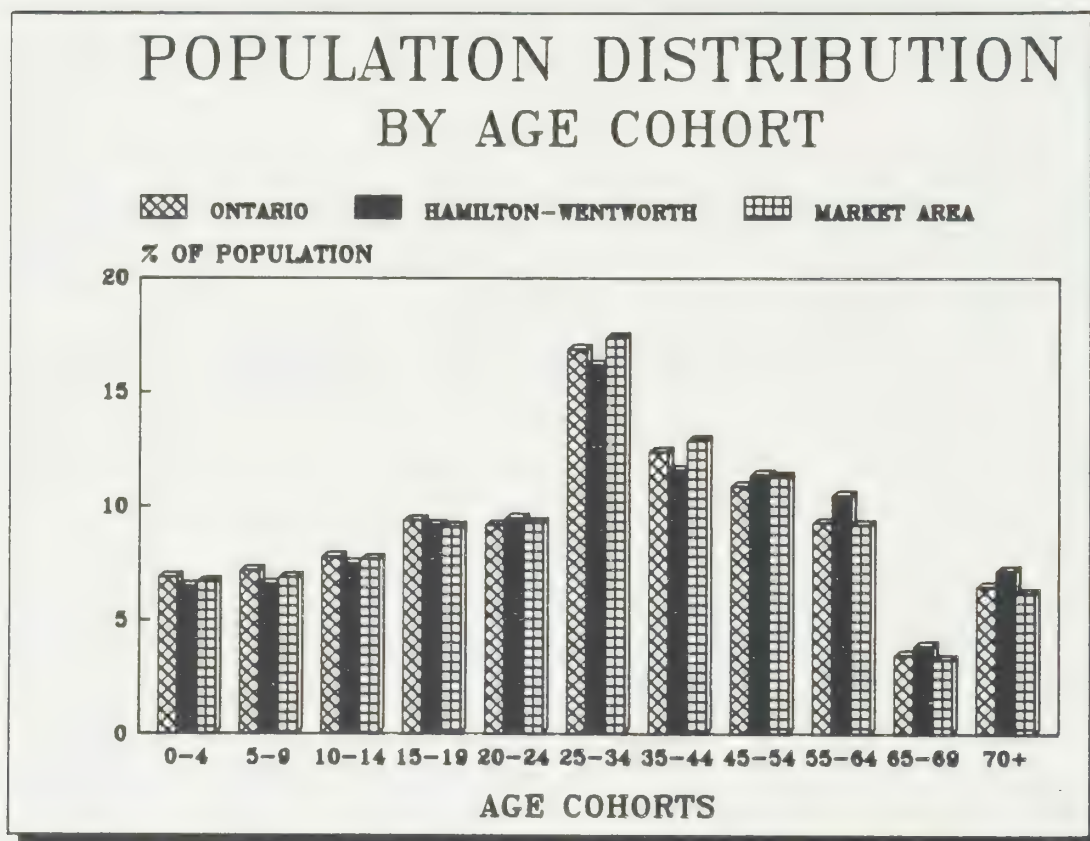
PRIVATE HOUSEHOLDS, TOTAL	1,665,105
BY NUMBER OF PERSONS:	
1	344,235
2	476,275
3	291,725
4-5	467,740
6-9	83,205
10 OR MORE	1,915
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	4,751,320

#### FAMILIES(1981)

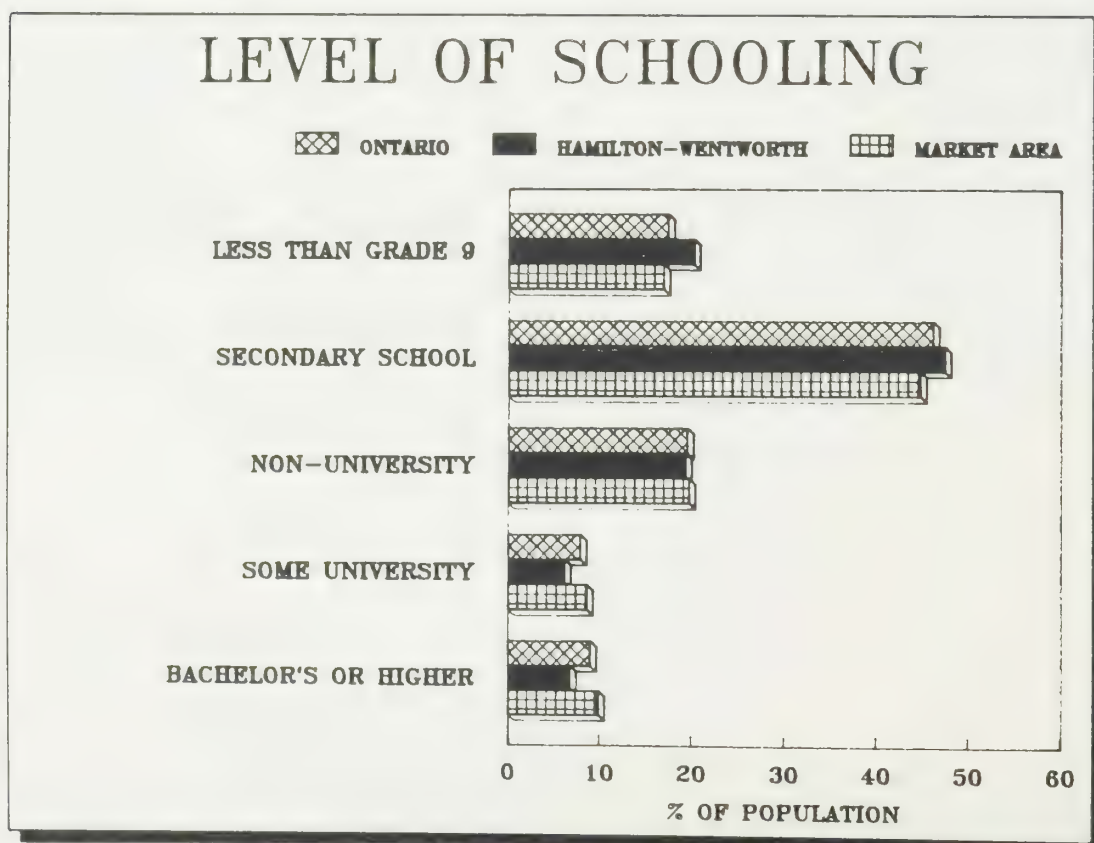
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	1,278,145
HUSBAND-WIFE FAMILIES	1,134,820
LONE-PARENT FAMILIES	143,325
BY NUMBER OF CHILDREN AT HOME:	
0	410,570
1	324,290
2	342,510
3-4	186,080
5 OR MORE	14,690
CHILDREN AT HOME, TOTAL	1,690,605
UNDER 6 YEARS	381,540
6-14 YEARS	627,805
15-17 YEARS	243,285
18-24 YEARS	357,135
25 YEARS AND MORE	80,825

## 7.3 COMPARATIVE ANALYSIS INSTITUTIONAL SERVICES MARKET AREA

### 7.3.1 POPULATION



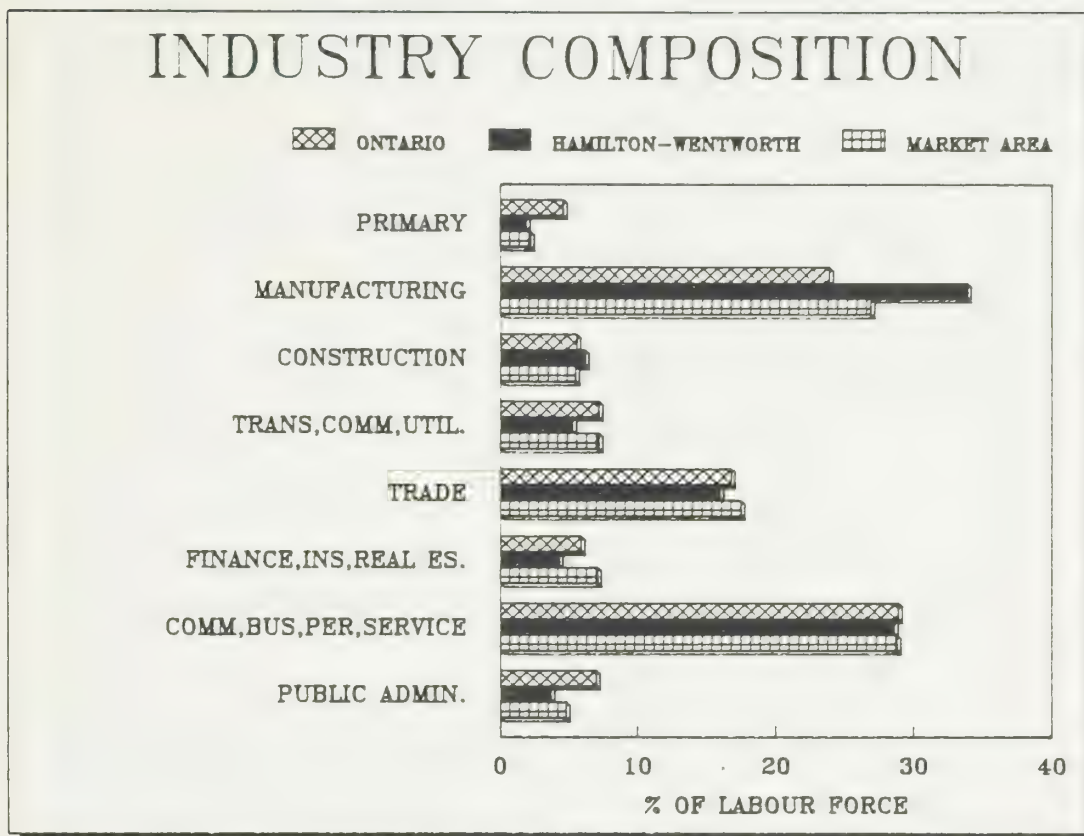
### 7.3.2 EDUCATION



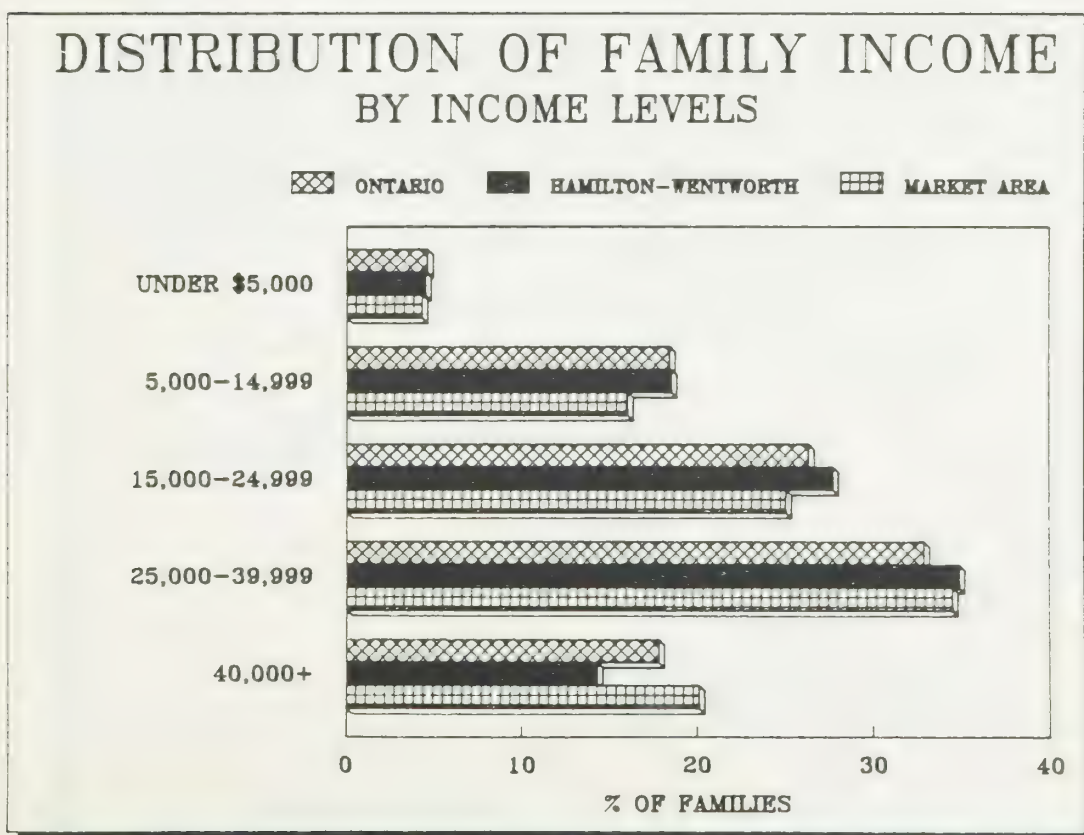


# INSTITUTIONAL SERVICES MARKET AREA

## 7.3.3 INDUSTRY



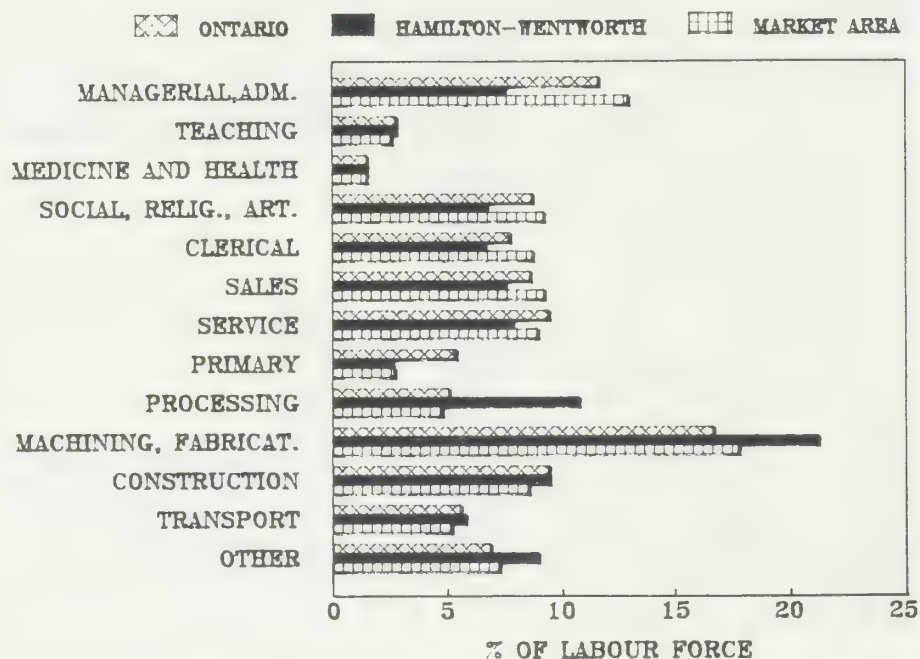
## 7.3.4 FAMILY INCOME



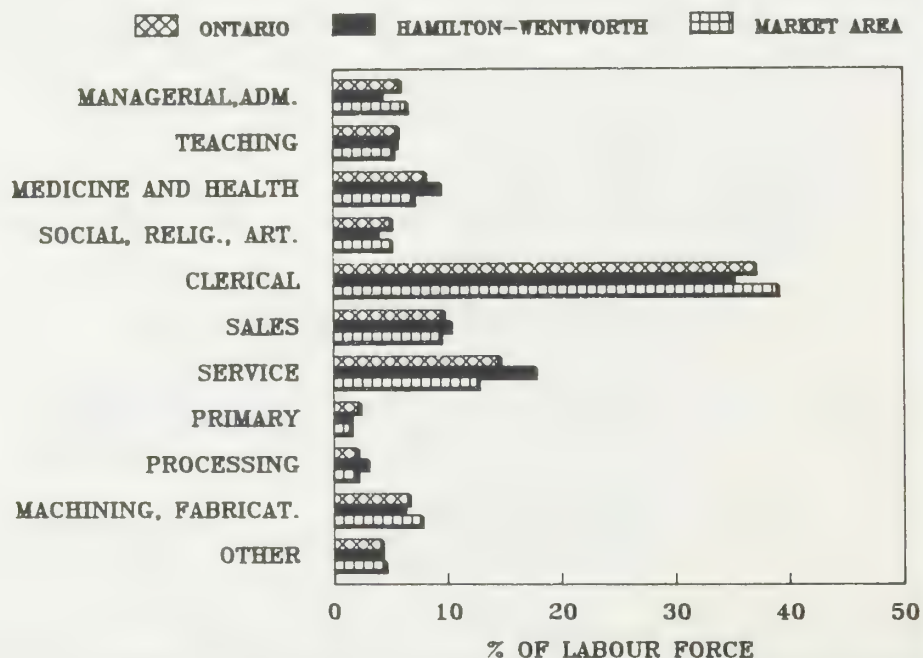
# INSTITUTIONAL SERVICES MARKET AREA

## 7.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES




## **8.0 PUBLIC SECTOR SERVICES**

### **MARKET AREA**

The Public Sector provides services to the general public and businesses. Public Sector services are provided by municipal, regional, provincial, and federal governments.

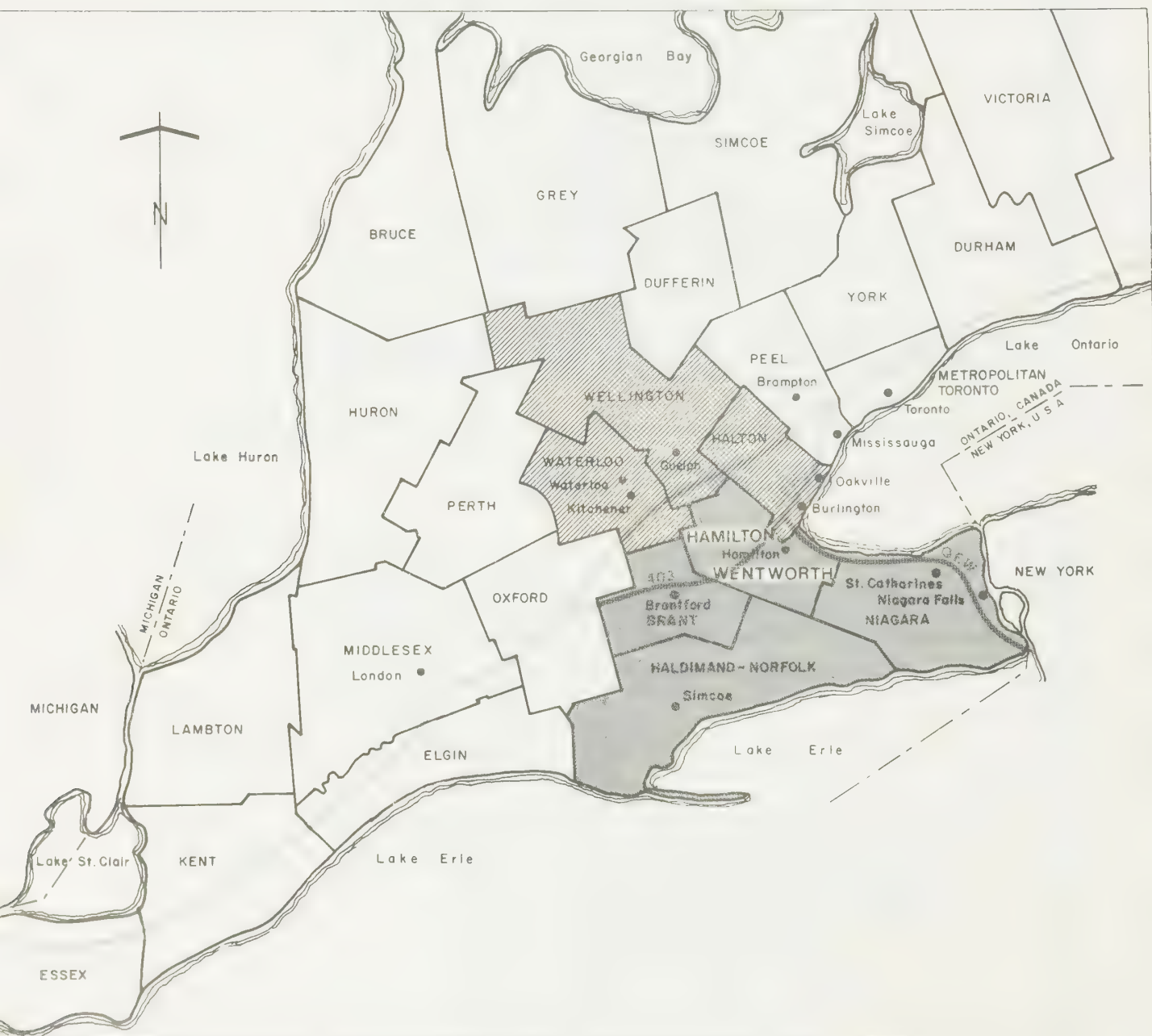
## 8.1 PUBLIC SECTOR SERVICES

Primary Market Area 

Secondary Market Area 

Brant (County)  
 Haldimand-Norfolk (RM)  
 Niagara (RM)

Halton (RM)  
 Waterloo (RM)  
 Wellington (County)





## 8.2 STATISTICAL PROFILE

### 8.2.1 POPULATION

PUBLIC  
SECTOR

1976 CENSUS	1,604,641
1981 CENSUS	1,662,419
1986 CENSUS	1,730,147

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	819,450
0-4 YEARS	58,700
5-9 YEARS	62,770
10-14 YEARS	69,250
15-19 YEARS	81,000
20-24 YEARS	75,145
25-34 YEARS	131,940
35-44 YEARS	102,790
45-54 YEARS	91,195
55-64 YEARS	76,110
65-69 YEARS	27,435
70 YEARS AND OVER	43,095

FEMALE, TOTAL	842,970
0-4 YEARS	55,720
5-9 YEARS	59,115
10-14 YEARS	65,985
15-19 YEARS	77,955
20-24 YEARS	74,090
25-34 YEARS	136,475
35-44 YEARS	101,505
45-54 YEARS	91,120
55-64 YEARS	82,415
65-69 YEARS	31,565
70 YEARS AND OVER	67,045

TOTAL, MALE AND FEMALE	1,662,420
0-4 YEARS	114,420
5-9 YEARS	121,885
10-14 YEARS	135,235
15-19 YEARS	158,955
20-24 YEARS	149,235
25-34 YEARS	268,415
35-44 YEARS	204,295
45-54 YEARS	182,315
55-64 YEARS	158,525
65-69 YEARS	59,000
70 YEARS AND OVER	110,140

## 8.2.2 ECONOMIC CHARACTERISTICS

### PUBLIC SECTOR

#### INCOME

PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(\$MILLIONS)	23,127
PER CAPITA \$	13,263
INCOME RATING INDEX(national average = 100)*	104
TOTAL, MALES(1981)	587,065
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	44,925
\$2,000-\$3,999	32,225
4,000-5,999	41,835
6,000-9,999	62,175
10,000-14,999	79,995
15,000-19,999	104,990
20,000-24,999	97,300
25,000 AND OVER	123,615
TOTAL, FEMALES(1981)	516,755
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	56,910
\$1,000-\$1,999	40,820
2,000-2,999	38,485
3,000-3,999	34,910
4,000-5,999	91,310
6,000-7,999	54,595
8,000-9,999	45,475
10,000-14,999	87,145
15,000 AND OVER	67,115
FAMILY INCOME(1981)	
ALL FAMILIES	448,040
UNDER \$5,000	18,770
\$5,000-\$9,999	34,350
10,000-14,999	45,640
15,000-19,999	53,465
20,000-24,999	69,360
25,000-29,999	64,915
30,000-39,999	89,440
40,000+	72,115

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

**RETAIL MARKET****PUBLIC  
SECTOR**

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	9,908
PER CAPITA \$	5,682
MARKET RATING INDEX(national average = 100)*	105

**LABOUR FORCE(1981)**

MALE POPULATION	
15 YEARS AND OVER	623,295
IN THE LABOUR FORCE	500,415
EMPLOYED	477,940
UNEMPLOYED	22,475

FEMALE POPULATION	
15 YEARS AND OVER	652,315
IN THE LABOUR FORCE	348,775
EMPLOYED	322,610
UNEMPLOYED	26,160

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	1,275,610
IN THE LABOUR FORCE	849,190
EMPLOYED	800,550
UNEMPLOYED	48,635

**LEVEL OF SCHOOLING(1981)**

POPULATION 15 YEARS AND OVER	1,275,590
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	230,105
WITHOUT SECONDARY SCHOOL CERTIFICATE	397,050
WITH SECONDARY SCHOOL GRAD CERTIFICATE	165,900
TRADES CERTIFICATE OR DIPLOMA	45,640
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	72,475
WITH TRADES CERTIFICATE OR DIPLOMA	76,090
WITH NON-UNIVERSITY OR CERTIFICATE	99,605
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	48,740
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	43,595
WITH BACHELOR'S DEGREE OR HIGHER	96,400

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

## OCCUPATION BY MAJOR GROUPS(1981)

PUBLIC  
SECTOR

MALES- TOTAL LABOUR FORCE	500,410
OCCUPATION- NOT APPLICABLE	3,305
ALL OCCUPATIONS	497,105
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	54,015
TEACHING AND RELATED OCCUPATIONS	15,125
OCCUPATIONS IN MEDICINE AND HEALTH	6,285
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	36,800
CLERICAL AND RELATED OCCUPATIONS	31,670
SALES OCCUPATIONS	42,160
SERVICE OCCUPATIONS	37,555
PRIMARY OCCUPATIONS	24,270
PROCESSING OCCUPATIONS	38,465
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	105,085
CONSTRUCTION TRADES OCCUPATIONS	42,400
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	26,585
OTHER	36,725

FEMALES- TOTAL LABOUR FORCE	348,770
OCCUPATION- NOT APPLICABLE	5,765
ALL OCCUPATIONS	342,995
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	16,155
TEACHING AND RELATED OCCUPATIONS	20,295
OCCUPATIONS IN MEDICINE AND HEALTH	27,215
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	13,835
CLERICAL AND RELATED OCCUPATIONS	113,100
SALES OCCUPATIONS	35,410
SERVICE OCCUPATIONS	55,740
PRIMARY OCCUPATIONS	11,755
PROCESSING OCCUPATIONS	10,185
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	25,820
OTHER	13,470

## INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	849,190
ALL INDUSTRIES	840,110
PRIMARY INDUSTRIES	37,535
MANUFACTURING INDUSTRIES	268,095
CONSTRUCTION INDUSTRY	46,105
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	46,000
TRADE	137,960
FINANCE, INSURANCE AND REAL ESTATE	39,340
COMMUNITY BUSINESS AND PERSONAL SERVICES	230,760
PUBLIC ADMINISTRATION AND DEFENCE	34,290



**MANUFACTURING ACTIVITY****PUBLIC  
SECTOR**

MANUFACTURING ACTIVITY IN CANADA, 1983	
ESTABLISHMENTS	2,938
MALE	114,522
FEMALE	30,448
WAGES(THOUSANDS OF DOLLARS)	3,341,245

NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE*	
0-4	798
5-9	496
10-19	465
20-49	525
50-99	260
100-199	216
200-499	114
500-999	39
1,000+	14
TOTAL	2,927

\* STATISTICS CANADA DOES NOT DISAGGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

## 8.2.3 HOUSING AND BUILDING ACTIVITY

### PUBLIC SECTOR

#### HOUSING(1981)

OCCUPIED PRIVATE DWELLINGS, TOTAL	570,570
OWNED	382,085
RENTED	188,475
SINGLE DETACHED	367,985
SINGLE ATTACHED	56,350
APARTMENT, 5 OR MORE STORIES	67,455
APARTMENT, LESS THAN 5 STORIES	60,040
DUPLEX	16,985

#### BUILDING PERMITS

NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	5,313
COTTAGES	14
DOUBLE DWELLINGS	448
ROW HOUSING	608
APARTMENTS	1,263
CONVERSIONS	76
TOTAL	7,722

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	483,237
INDUSTRIAL	111,451
COMMERCIAL	166,777
INSTITUTIONAL AND GOVERNMENTAL	60,792
TOTAL	822,257

NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	8,424
COTTAGES	19
DOUBLE DWELLINGS	607
ROW HOUSING	1,314
APARTMENTS	1,758
CONVERSIONS	396
TOTAL	12,518

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	788,824
INDUSTRIAL	215,216
COMMERCIAL	221,538
INSTITUTIONAL AND GOVERNMENTAL	121,748
TOTAL	1,347,326

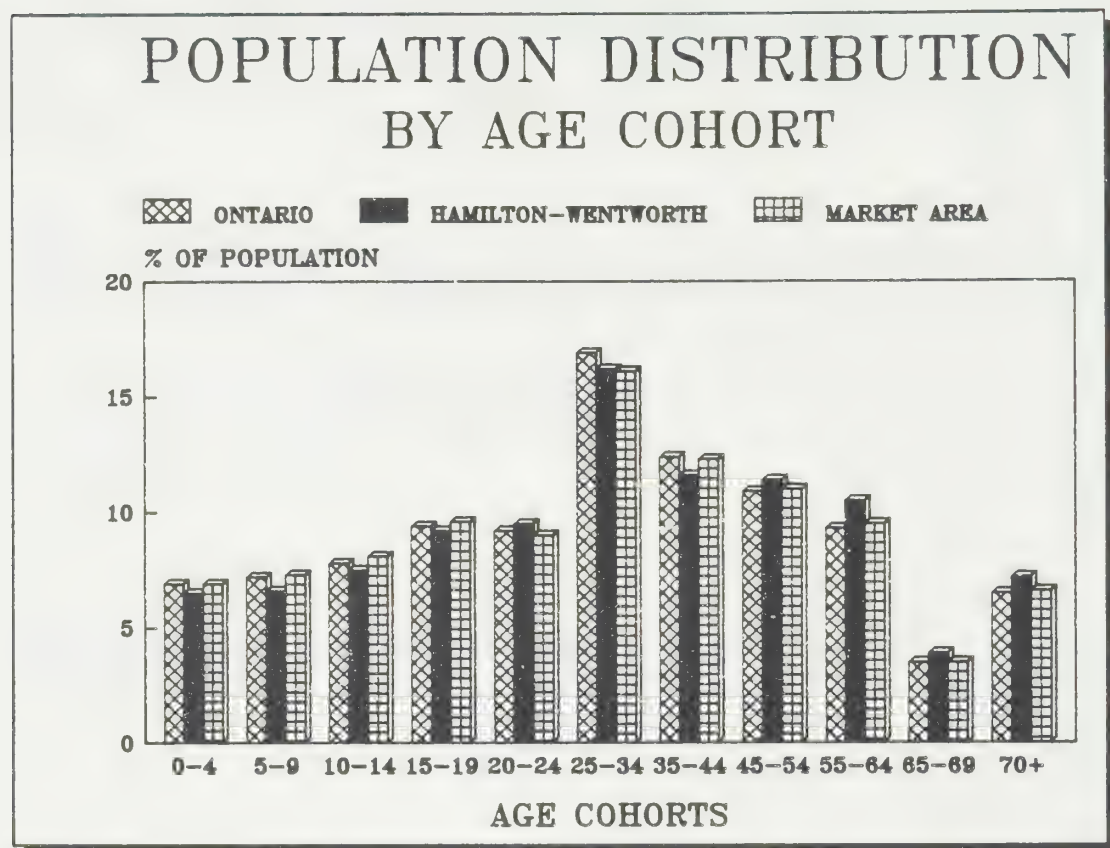
## 8.2.4 FAMILIES

MARITAL STATUS(1981)	PUBLIC SECTOR
SINGLE(NEVER MARRIED), TOTAL	695,800
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	324,250
MARRIED	852,365
WIDOWED	83,575
DIVORCED	30,680
PRIVATE HOUSEHOLDS(1981)	
PRIVATE HOUSEHOLDS, TOTAL	570,575
BY NUMBER OF PERSONS:	
1	109,295
2	168,945
3	100,700
4-5	165,080
6-9	25,985
10 OR MORE	565
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	1,634,935
FAMILIES(1981)	
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	447,965
HUSBAND-WIFE FAMILIES	401,735
LONE-PARENT FAMILIES	46,225
BY NUMBER OF CHILDREN AT HOME:	
0	146,420
1	108,150
2	120,260
3-4	67,475
5 OR MORE	5,655
CHILDREN AT HOME, TOTAL	598,105
UNDER 6 YEARS	135,455
6-14 YEARS	229,600
15-17 YEARS	89,710
18-24 YEARS	118,885
25 YEARS AND MORE	24,455

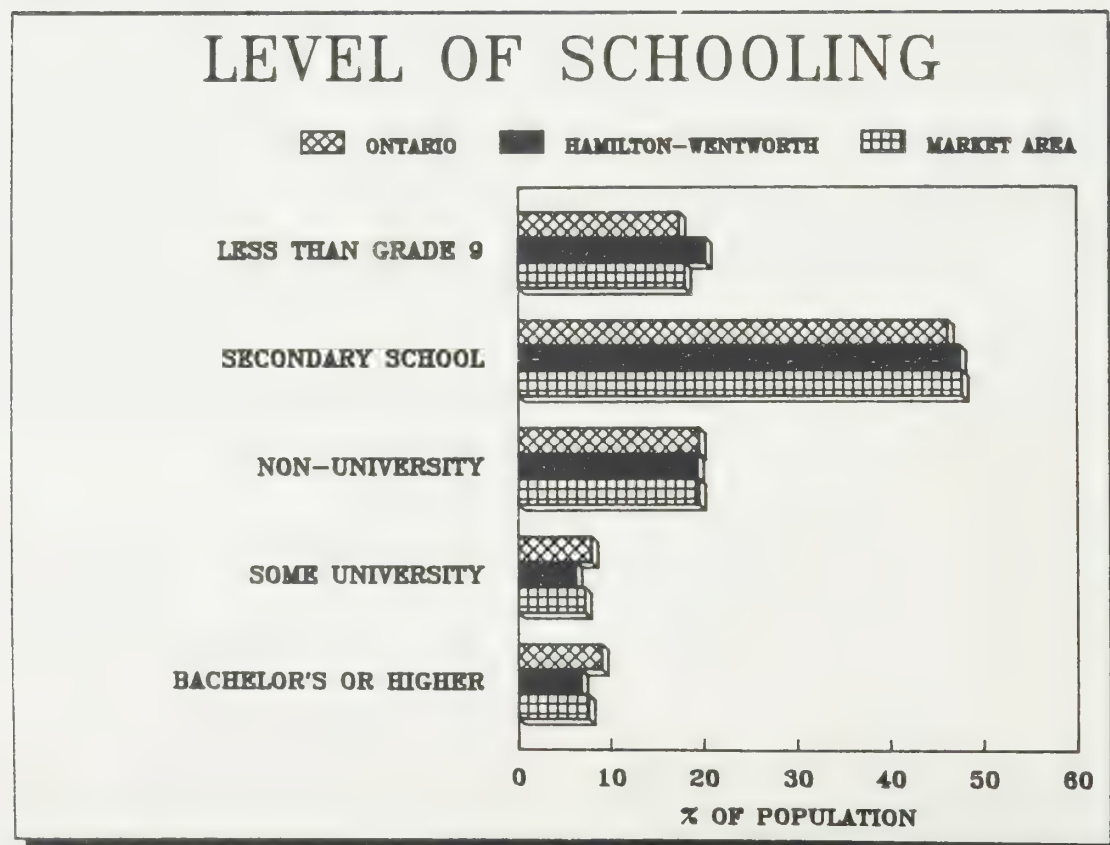
## 8.3 COMPARATIVE ANALYSIS

### PUBLIC SECTOR SERVICES MARKET AREA

#### 8.3.1 POPULATION



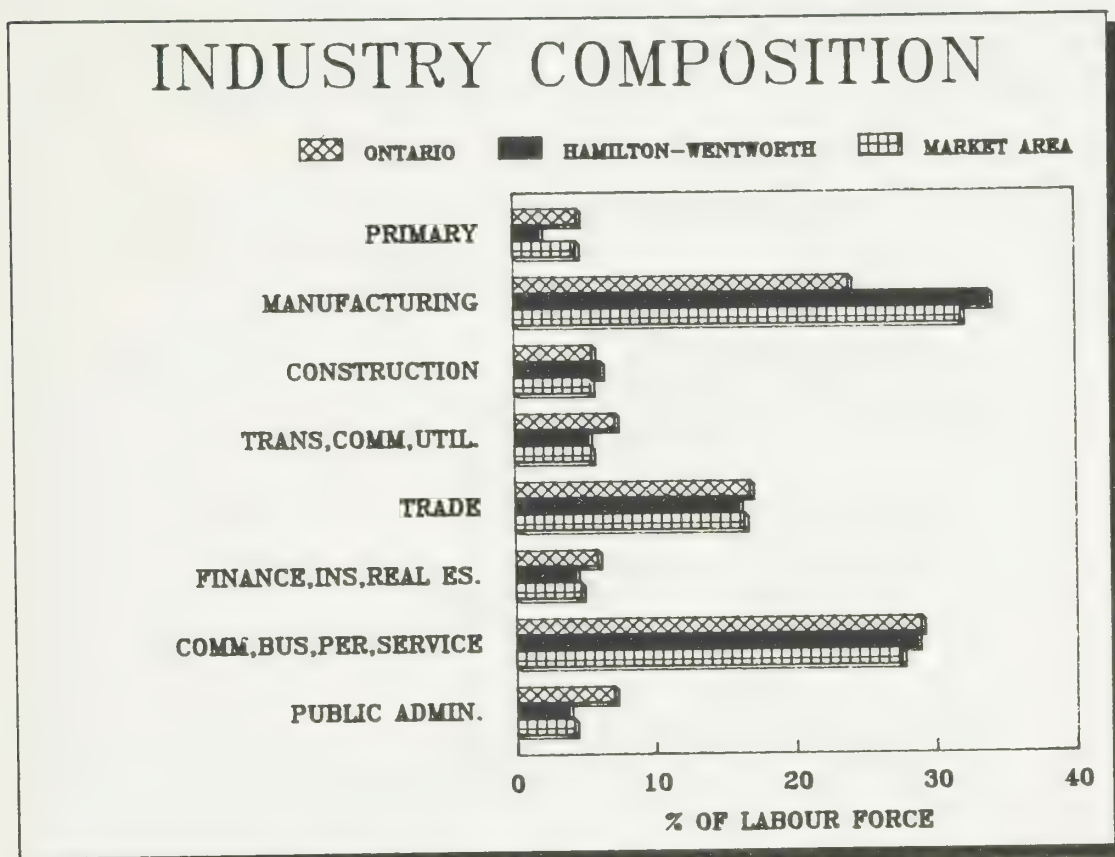
#### 8.3.2 EDUCATION



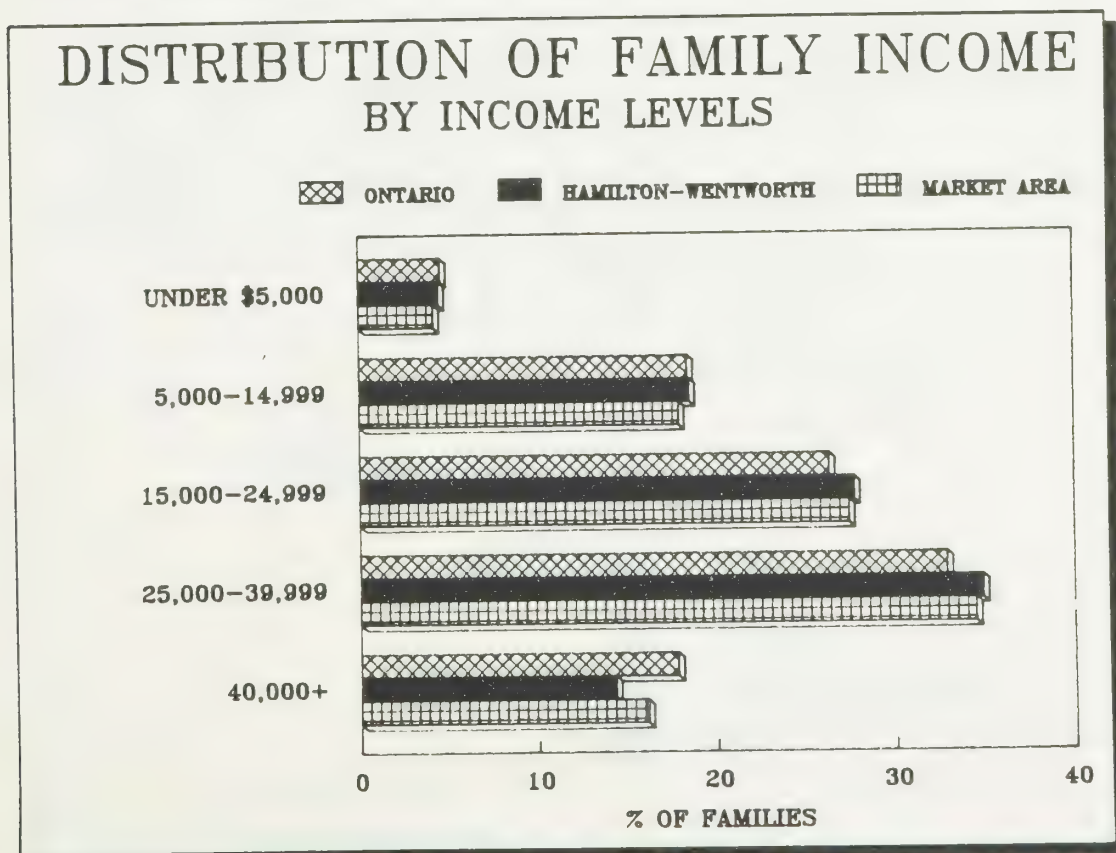


# PUBLIC SECTOR SERVICES MARKET AREA

## 8.3.3 INDUSTRY



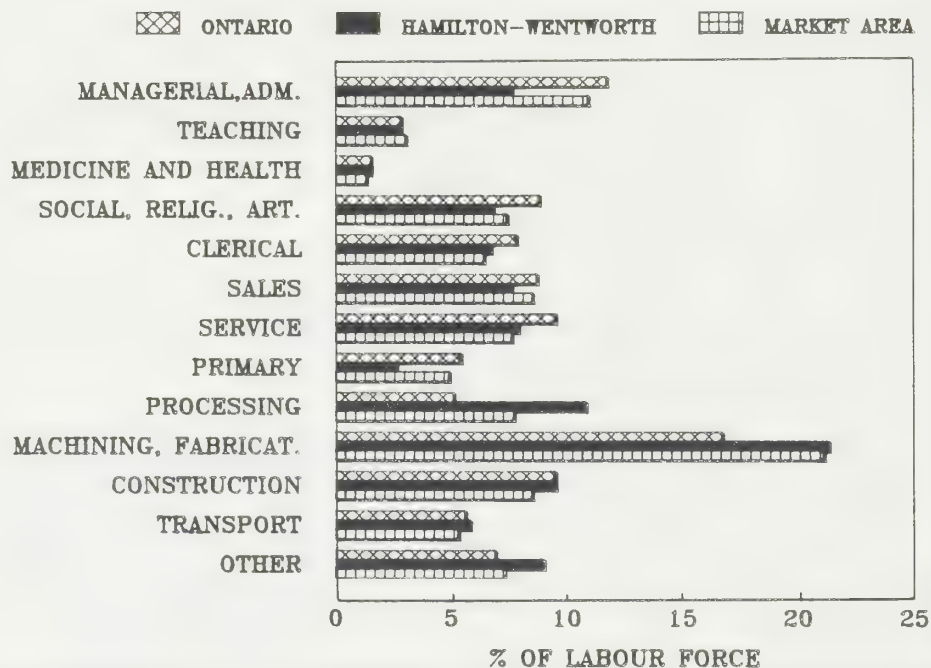
## 8.3.4 FAMILY INCOME



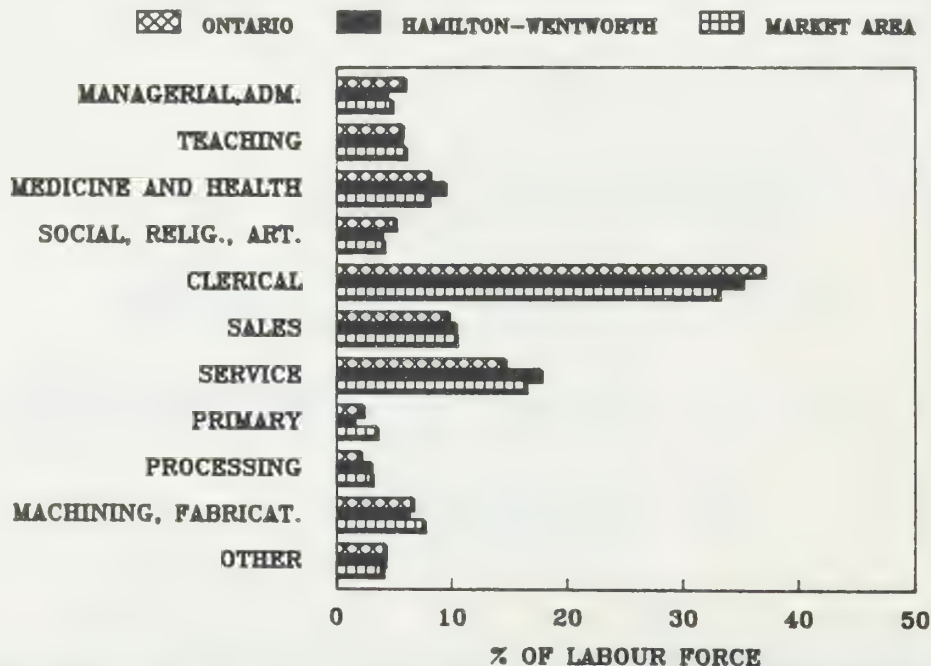
# PUBLIC SECTOR SERVICES MARKET AREA

## 8.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES





## **9.0 LABOUR SERVICES**

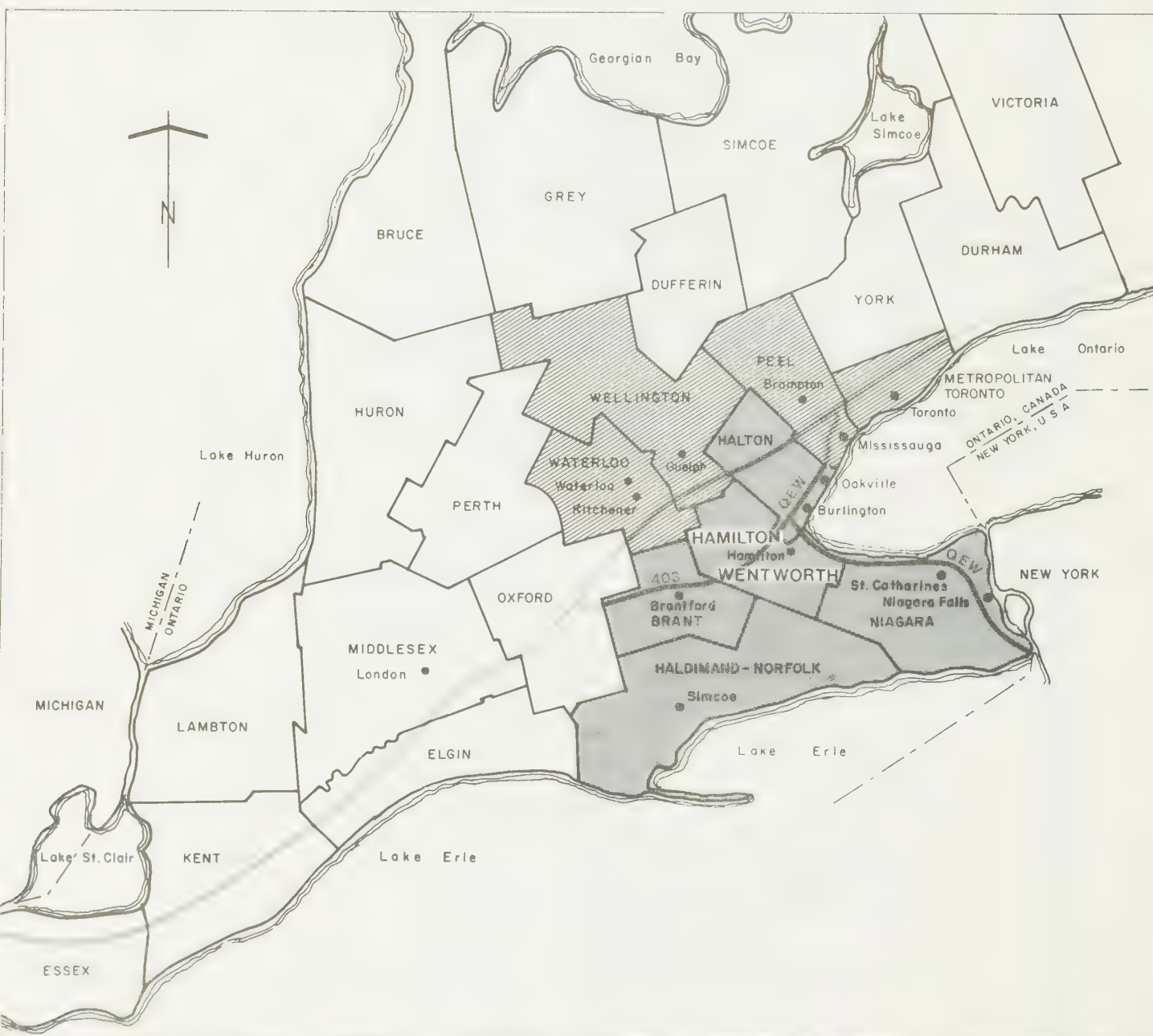
### **MARKET AREA**

Hamilton-Wentworth draws part of its labour supply from an area beyond its borders. The market area is based upon the commuting patterns of Hamilton-Wentworth's employed labour force.

## 9.1 LABOUR SERVICES

Primary Market Area  Secondary Market Area 

Halton (RM)	Peel (RM)
Brant (County)	Metropolitan Toronto (RM)
Haldimand-Norfolk (RM)	Wellington (County)
Niagara (RM)	Waterloo (RM)





## 9.2 STATISTICAL PROFILE

### LABOUR SERVICES

#### 9.2.1 POPULATION

1976 CENSUS	4,104,842
1981 CENSUS	4,290,545
1986 CENSUS	4,515,037

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	2,099,530
0-4 YEARS	144,755
5-9 YEARS	149,360
10-14 YEARS	165,530
15-19 YEARS	197,010
20-24 YEARS	200,265
25-34 YEARS	363,925
35-44 YEARS	272,555
45-54 YEARS	244,125
55-64 YEARS	193,205
65-69 YEARS	66,575
70 YEARS AND OVER	102,200

FEMALE, TOTAL	2,191,010
0-4 YEARS	137,245
5-9 YEARS	140,860
10-14 YEARS	158,395
15-19 YEARS	189,825
20-24 YEARS	205,855
25-34 YEARS	382,765
35-44 YEARS	274,135
45-54 YEARS	242,615
55-64 YEARS	210,140
65-69 YEARS	79,905
70 YEARS AND OVER	169,285

TOTAL, MALE AND FEMALE	4,290,540
0-4 YEARS	282,000
5-9 YEARS	290,220
10-14 YEARS	323,925
15-19 YEARS	386,835
20-24 YEARS	406,120
25-34 YEARS	746,690
35-44 YEARS	546,690
45-54 YEARS	486,740
55-64 YEARS	403,345
65-69 YEARS	146,480
70 YEARS AND OVER	271,485

## 9.2.2 ECONOMIC CHARACTERISTICS

INCOME	LABOUR SERVICES
PERSONAL DISPOSABLE INCOME(1986)	
TOTAL(\$MILLIONS)	66,663
PER CAPITA \$	14,451
INCOME RATING INDEX*	114
TOTAL, MALES(1981)	1,528,295
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	116,895
\$2,000-\$3,999	87,740
4,000-5,999	106,850
6,000-9999	155,550
10,000-14,999	222,265
15,000-19,999	270,555
20,000-24,999	233,085
25,000 AND OVER	335,355
TOTAL, FEMALES(1981)	1,416,160
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	127,495
\$1,000-\$1,999	94,380
2,000-2,999	90,000
3,000-3,999	80,490
4,000-5,999	218,865
6,000-7,999	137,685
8,000-9,999	126,075
10,000-14,999	287,750
15,000 AND OVER	253,440
FAMILY INCOME(1981)	
ALL FAMILIES	1,133,305
UNDER \$5,000	50,805
\$5,000-\$9,999	78,290
10,000-14,999	108,305
15,000-19,999	128,340
20,000-24,999	158,300
25,000-29,999	155,830
30,000-39,999	229,630
40,000+	223,820

\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

LABOUR  
SERVICES

RETAIL MARKET

RETAIL SALES(1986)	
TOTAL(\$MILLIONS)	26,754
PER CAPITA \$	5,800
MARKET RATING INDEX(national average = 100)*	108

LABOUR FORCE(1981)

MALE POPULATION	
15 YEARS AND OVER	1,628,255
IN THE LABOUR FORCE	1,322,090
EMPLOYED	1,270,645
UNEMPLOYED	51,450

FEMALE POPULATION	
15 YEARS AND OVER	1,731,815
IN THE LABOUR FORCE	1,006,435
EMPLOYED	950,000
UNEMPLOYED	56,430

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	3,360,070
IN THE LABOUR FORCE	2,328,525
EMPLOYED	2,220,645
UNEMPLOYED	107,880

LEVEL OF SCHOOLING(1981)

POPULATION 15 YEARS AND OVER	3,360,050
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	582,950
WITHOUT SECONDARY SCHOOL CERTIFICATE	966,000
WITH SECONDARY SCHOOL GRAD CERTIFICATE	419,860
TRADES CERTIFICATE OR DIPLOMA	103,405
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	201,940
WITH TRADES CERTIFICATE OR DIPLOMA	193,465
WITH NON-UNIVERSITY OR CERTIFICATE	261,705
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	154,625
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	136,720
WITH BACHELOR'S DEGREE OR HIGHER	339,400

\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

## OCCUPATION BY MAJOR GROUPS(1981)

LABOUR  
SERVICES

MALES- TOTAL LABOUR FORCE	1,322,085
OCCUPATION- NOT APPLICABLE	7,260
ALL OCCUPATIONS	1,314,830
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	167,540
TEACHING AND RELATED OCCUPATIONS	34,505
OCCUPATIONS IN MEDICINE AND HEALTH	19,970
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	123,655
CLERICAL AND RELATED OCCUPATIONS	118,910
SALES OCCUPATIONS	122,055
SERVICE OCCUPATIONS	119,835
PRIMARY OCCUPATIONS	33,540
PROCESSING OCCUPATIONS	66,495
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	231,750
CONSTRUCTION TRADES OCCUPATIONS	111,485
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	68,455
OTHER	96,675

FEMALES- TOTAL LABOUR FORCE	1,006,435
OCCUPATION- NOT APPLICABLE	11,480
ALL OCCUPATIONS	994,940
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	64,640
TEACHING AND RELATED OCCUPATIONS	51,045
OCCUPATIONS IN MEDICINE AND HEALTH	68,120
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	50,160
CLERICAL AND RELATED OCCUPATIONS	386,505
SALES OCCUPATIONS	92,135
SERVICE OCCUPATIONS	126,875
PRIMARY OCCUPATIONS	13,830
PROCESSING OCCUPATIONS	20,710
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	76,300
OTHER	44,610

## INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	2,328,530
ALL INDUSTRIES	2,309,785
PRIMARY INDUSTRIES	46,870
MANUFACTURING INDUSTRIES	623,420
CONSTRUCTION INDUSTRY	123,795
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	165,085
TRADE	404,395
FINANCE, INSURANCE AND REAL ESTATE	166,020
COMMUNITY BUSINESS AND PERSONAL SERVICES	670,525
PUBLIC ADMINISTRATION AND DEFENCE	109,650



**MANUFACTURING ACTIVITY****LABOUR  
SERVICES****MANUFACTURING INDUSTRIES OF CANADA, 1983**

ESTABLISHMENTS	9,227
MALE	252,622
FEMALE	98,700
WAGES(THOUSANDS OF DOLLARS)	7,432,613

**NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE\***

0-4	2,421
5-9	1,503
10-19	1,577
20-49	1,794
50-99	900
100-199	569
200-499	342
500-999	76
1,000+	34
TOTAL	9,216

\* STATISTICS CANADA DOES NOT DISAGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.

## 9.2.3 HOUSING AND BUILDING ACTIVITY

### LABOUR SERVICES

#### HOUSING(1981)

OCCUPIED PRIVATE DWELLINGS, TOTAL	1,497,725
OWNED	880,440
RENTED	617,270
SINGLE DETACHED	706,490
SINGLE ATTACHED	237,420
APARTMENT, 5 OR MORE STORIES	362,155
APARTMENT, LESS THAN 5 STORIES	158,465
DUPLEX	30,905

#### BUILDING PERMITS

NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	11,372
COTTAGES	14
DOUBLE DWELLINGS	823
ROW HOUSING	1,291
APARTMENTS	4,636
CONVERSIONS	478
TOTAL	18,614

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	1,360,350
INDUSTRIAL	280,808
COMMERCIAL	989,066
INSTITUTIONAL AND GOVERNMENTAL	269,873
TOTAL	2,900,097

NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	17,778
COTTAGES	19
DOUBLE DWELLINGS	999
ROW HOUSING	1,929
APARTMENTS	7,402
CONVERSIONS	718
TOTAL	28,845

VALUE OF BUILDING PERMITS(1985)	
RESIDENTIAL	2,094,040
INDUSTRIAL	441,640
COMMERCIAL	1,223,242
INSTITUTIONAL AND GOVERNMENTAL	274,841
TOTAL	4,033,763

## 9.2.4 FAMILIES

### MARITAL STATUS(1981)

LABOUR  
SERVICES

SINGLE(NEVER MARRIED), TOTAL	1,829,990
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	933,825
MARRIED	2,150,335
WIDOWED	215,550
DIVORCED	94,670

### PRIVATE HOUSHOLDS(1981)

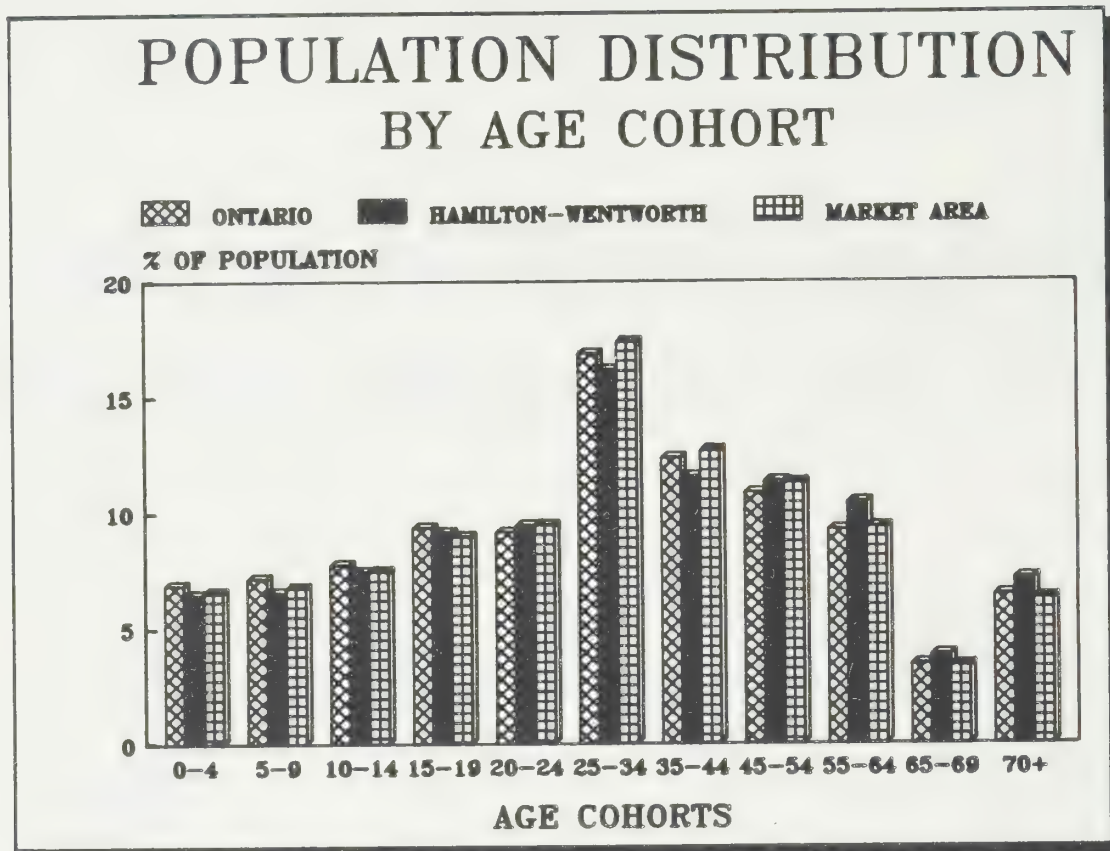
PRIVATE HOUSEHOLDS, TOTAL	1,497,720
BY NUMBER OF PERSONS:	
1	323,630
2	431,200
3	259,370
4-5	407,520
6-9	74,220
10 OR MORE	1,775
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	4,224,755

### FAMILIES(1981)

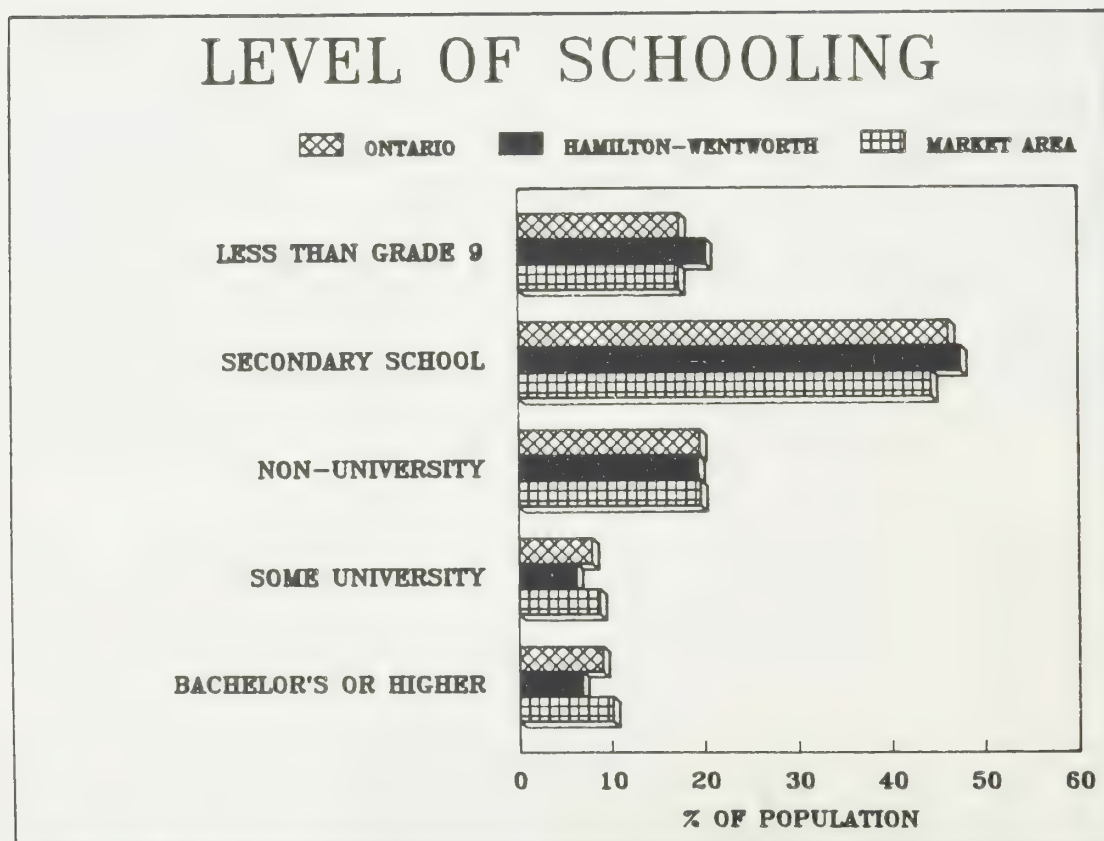
FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	1,133,270
HUSBAND-WIFE FAMILIES	1,001,995
LONE-PARENT FAMILIES	131,275
BY NUMBER OF CHILDREN AT HOME:	
0	368,670
1	289,780
2	298,340
3-4	163,210
5 OR MORE	13,270
CHILDREN AT HOME, TOTAL	1,486,440
UNDER 6 YEARS	331,870
6-14 YEARS	547,750
15-17 YEARS	214,005
18-24 YEARS	318,470
25 YEARS AND MORE	74,345

## 9.3 COMPARATIVE ANALYSIS LABOUR SERVICES MARKET AREA

### 9.3.1 POPULATION



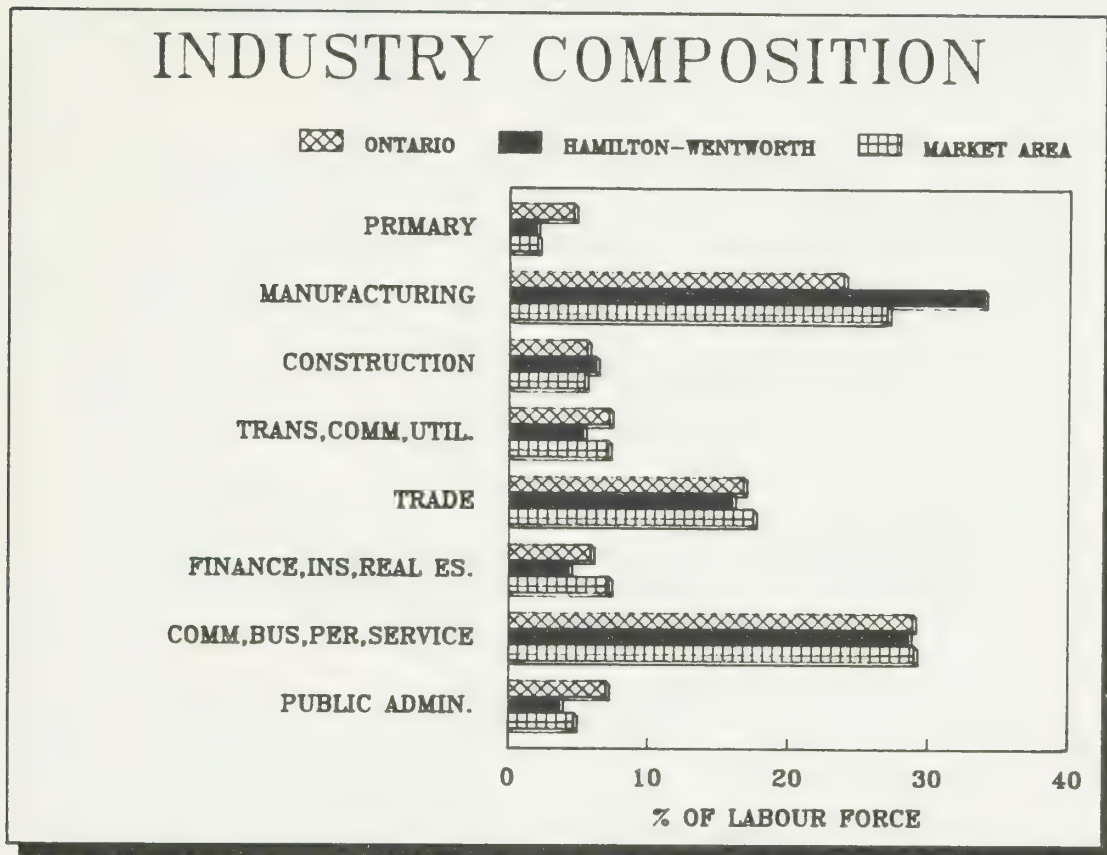
### 9.3.2 EDUCATION



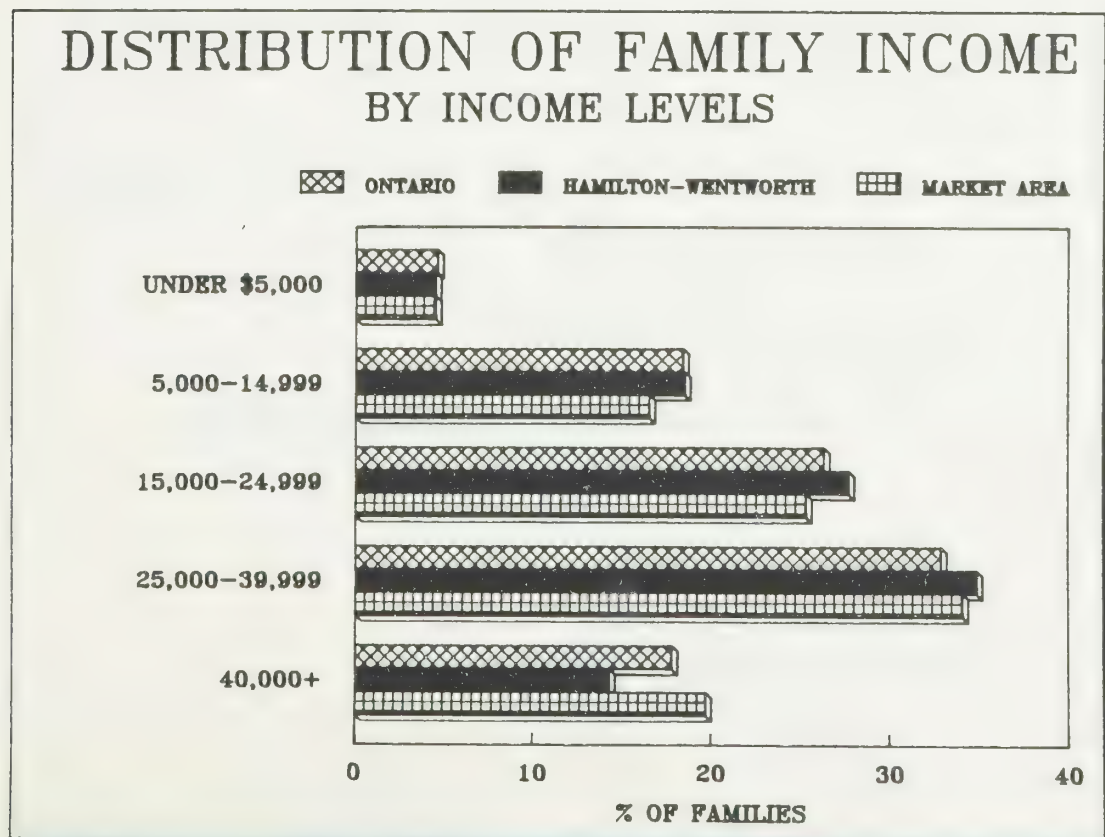


# LABOUR SERVICES MARKET AREA

## 9.3.3 INDUSTRY



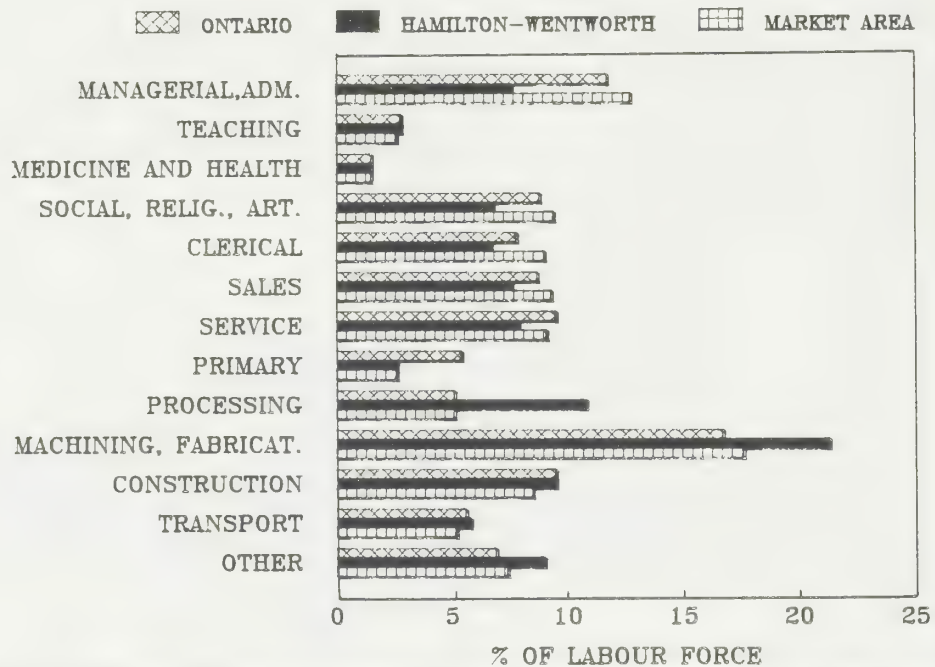
## 9.3.4 FAMILY INCOME



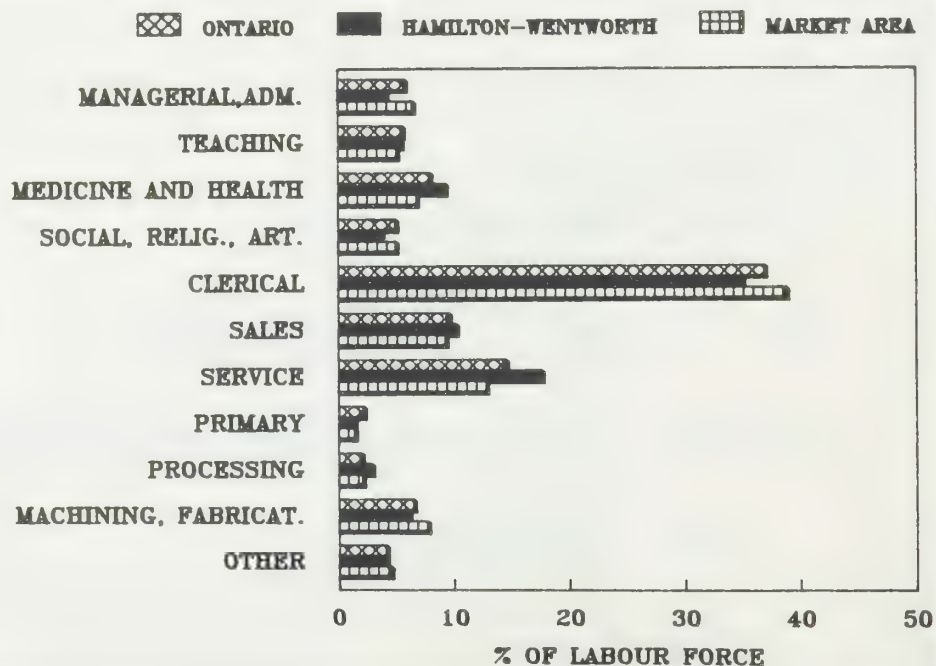
# LABOUR SERVICES MARKET AREA

## 9.3.5 OCCUPATIONS

### OCCUPATIONS BY MAJOR GROUPS MALES



### OCCUPATIONS BY MAJOR GROUPS FEMALES

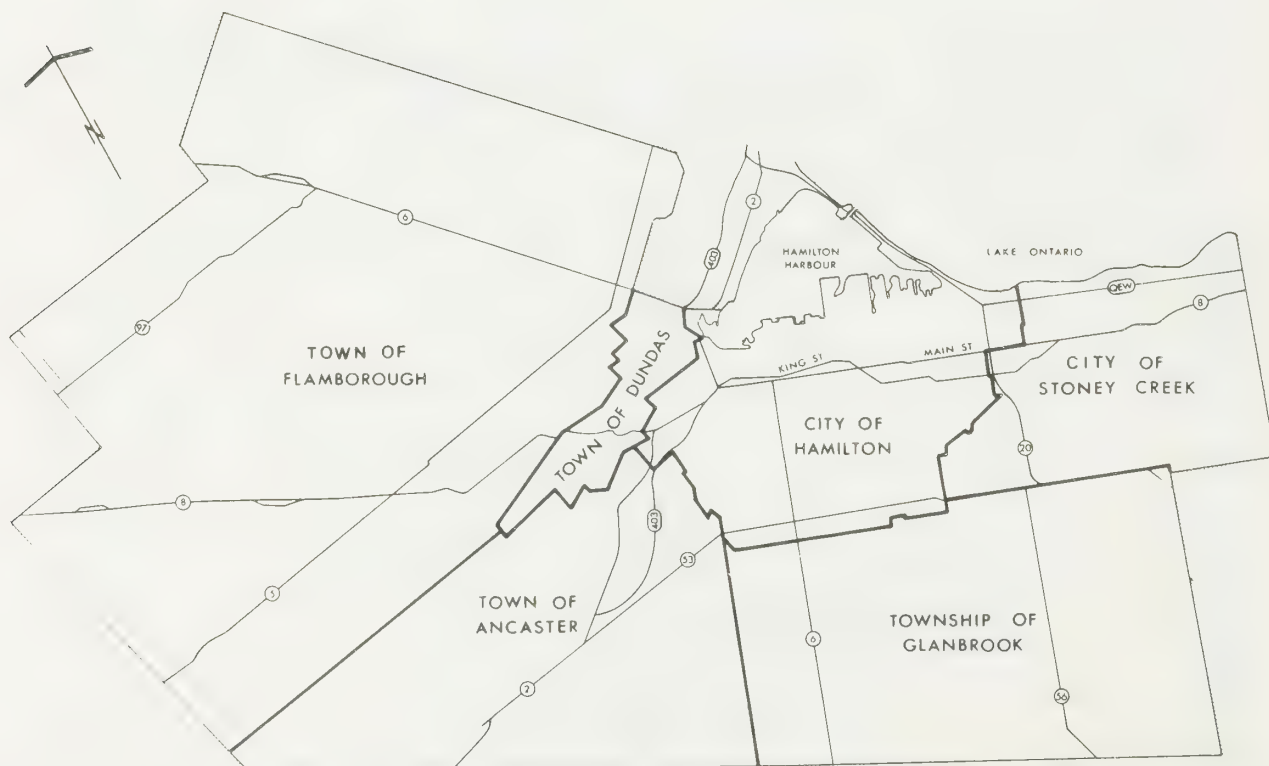


## **10.0 HAMILTON-WENTWORTH REGION**

The Hamilton-Wentworth Region consists of the cities of Hamilton and Stoney Creek and the towns of Ancaster, Dundas, Flamborough and Glanbrook.

## 10.1 HAMILTON-WENTWORTH REGION

<u>Population by Area Municipality</u>	<u>1986 Population</u>
Ancaster	17,264
Dundas	20,118
Flamborough	26,142
Glanbrook	9,592
Hamilton	306,728
Stoney Creek	<u>43,554</u>
TOTAL	423,398





## 10.2 STATISTICAL PROFILE

HAMILTON-WENTWORTH  
REGION

### 10.2.1 POPULATION

1976 CENSUS	409,490
1981 CENSUS	411,445
1986 CENSUS	423,398

#### SEX AND AGE GROUP(1981)

MALE, TOTAL	201,690
0-4 YEARS	13,670
5-9 YEARS	14,005
10-14 YEARS	15,850
15-19 YEARS	19,225
20-24 YEARS	19,525
25-34 YEARS	32,670
35-44 YEARS	23,815
45-54 YEARS	23,220
55-64 YEARS	21,010
65-69 YEARS	7,415
70 YEARS AND OVER	11,280

FEMALE, TOTAL	209,755
0-4 YEARS	12,900
5-9 YEARS	13,310
10-14 YEARS	15,085
15-19 YEARS	18,485
20-24 YEARS	19,435
25-34 YEARS	33,800
35-44 YEARS	23,900
45-54 YEARS	23,795
55-64 YEARS	22,315
65-69 YEARS	8,445
70 YEARS AND OVER	18,285

TOTAL, MALE AND FEMALE	411,445
0-4 YEARS	26,570
5-9 YEARS	27,315
10-14 YEARS	30,935
15-19 YEARS	37,710
20-24 YEARS	38,960
25-34 YEARS	66,470
35-44 YEARS	47,715
45-54 YEARS	47,015
55-64 YEARS	43,325
65-69 YEARS	15,860
70 YEARS AND OVER	29,565

## 10.2.2 ECONOMIC CHARACTERISTICS

HAMILTON-WENTWORTH  
REGION

## INCOME

PERSONAL DISPOSABLE INCOME(1986)*	
TOTAL(\$MILLIONS)	7,794
PER CAPITA \$	13,710
INCOME RATING INDEX(national average = 100)**	108

TOTAL, MALES(1981)	146,760
MALES 15 YEARS AND OVER WITH INCOME UNDER \$2,000	10,295
\$2,000-\$3,999	8,040
4,000-5,999	10,810
6,000-9,999	15,780
10,000-14,999	18,460
15,000-19,999	27,040
20,000-24,999	28,390
25,000 AND OVER	27,950

TOTAL, FEMALES	129,510
FEMALES 15 YEARS AND OVER WITH INCOME UNDER \$1,000	13,310
\$1,000-\$1,999	9,555
2,000-2,999	9,240
3,000-3,999	9,020
4,000-5,999	24,530
6,000-7,999	13,400
8,000-9,999	11,080
10,000-14,999	21,710
15,000 AND OVER	17,670

FAMILY INCOME	
ALL FAMILIES	110,885
UNDER \$5,000	5,020
\$5,000-\$9,999	9,515
10,000-14,999	11,025
15,000-19,999	13,460
20,000-24,999	17,310
25,000-29,999	16,280
30,000-39,999	22,425
40,000+	15,845

\*PERSONAL DISPOSABLE INCOME INFORMATION IS PRESENTED AT THE CENSUS METROPOLITAN LEVEL(CMA). THE CMA INCLUDES HAMILTON-WENTWORTH, BURLINGTON AND GRIMSBY.

\*\*INCOME RATING INDEX: AVERAGE PERSONAL DISPOSABLE INCOME OF RESIDENTS IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE PERSONAL DISPOSABLE INCOME.

HAMILTON-WENTWORTH  
REGION

RETAIL MARKET

RETAIL SALES(1986)*	
TOTAL(\$MILLIONS)	3,075
PER CAPITA \$	5,410
MARKET RATING INDEX(national average = 100)**	100

LABOUR FORCE(1981)

MALE POPULATION	
15 YEARS AND OVER	156,765
IN THE LABOUR FORCE	123,360
EMPLOYED	117,170
UNEMPLOYED	6,190

FEMALE POPULATION	
15 YEARS AND OVER	166,015
IN THE LABOUR FORCE	85,400
EMPLOYED	79,055
UNEMPLOYED	6,350

MALE AND FEMALE POPULATION	
15 YEARS AND OVER	322,780
IN THE LABOUR FORCE	208,760
EMPLOYED	196,225
UNEMPLOYED	12,540

LEVEL OF SCHOOLING(1981)

POPULATION 15 YEARS AND OVER	322775
ELEMENTARY-SECONDARY SCHOOL ONLY	
LESS THAN GRADE 9	65060
WITHOUT SECONDARY SCHOOL CERTIFICATE	100260
WITH SECONDARY SCHOOL GRAD CERTIFICATE	40475
TRADES CERTIFICATE OR DIPLOMA	12695
OTHER NON-UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE OR DIPLOMA	19555
WITH TRADES CERTIFICATE OR DIPLOMA	19235
WITH NON-UNIVERSITY OR CERTIFICATE	23285
UNIVERSITY EDUCATION	
WITHOUT CERTIFICATE, DIPLOMA OR DEGREE	10695
WITH UNIVERSITY OR NON-UN CERT., OR DIPLOMA	9475
WITH BACHELOR'S DEGREE OR HIGHER	22040

\*RETAIL MARKET INCOME INFORMATION IS PRESENTED AT THE CENSUS METROPOLITAN LEVEL(CMA). THE CMA INCLUDES HAMILTON-WENTWORTH, BURLINGTON AND GRIMSBY.

\*\*MARKET RATING INDEX: AVERAGE RETAIL SALES PER CAPITA IN EACH AREA AS MEASURED AGAINST THE NATIONAL AVERAGE RETAIL SALES PER CAPITA.

HAMILTON-WENTWORTH  
REGION

OCCUPATION BY MAJOR GROUPS(1981)

MALES- TOTAL LABOUR FORCE	123,360
OCCUPATION- NOT APPLICABLE	1,050
ALL OCCUPATIONS	122,310
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	9,285
TEACHING AND RELATED OCCUPATIONS	3,460
OCCUPATIONS IN MEDICINE AND HEALTH	1,865
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	8,345
CLERICAL AND RELATED OCCUPATIONS	8,245
SALES OCCUPATIONS	9,315
SERVICE OCCUPATIONS	9,675
PRIMARY OCCUPATIONS	3,165
PROCESSING OCCUPATIONS	13,230
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	25,995
CONSTRUCTION TRADES OCCUPATIONS	11,645
TRANSPORT EQUIPMENT OPERATING OCCUPATIONS	7,050
OTHER	11,045

FEMALES- TOTAL LABOUR FORCE	85,400
OCCUPATION- NOT APPLICABLE	1,685
ALL OCCUPATIONS	83,710
MANAGERIAL, ADMINISTRATIVE AND RELATED OCCUPATIONS	3,480
TEACHING AND RELATED OCCUPATIONS	4,585
OCCUPATIONS IN MEDICINE AND HEALTH	7,750
TECHNOLOGICAL, SOCIAL, RELIGIOUS, ARTISTIC AND RELATED	3,175
CLERICAL AND RELATED OCCUPATIONS	29,285
SALES OCCUPATIONS	8,515
SERVICE OCCUPATIONS	14,750
PRIMARY OCCUPATIONS	1,185
PROCESSING OCCUPATIONS	2,445
MACHINING, PRODUCT FABRICATING, ASSEMBLING AND REPAIRING	5,065
OTHER	3,470

INDUSTRY DIVISIONS(1981)

TOTAL LABOUR FORCE, BOTH SEXES	208,760
ALL INDUSTRIES	206,025
PRIMARY INDUSTRIES	3,910
MANUFACTURING INDUSTRIES	69,940
CONSTRUCTION INDUSTRY	12,715
TRANSPORTATION, COMMUNICATION AND OTHER UTILITIES	10,960
TRADE	32,900
FINANCE, INSURANCE AND REAL ESTATE	8,870
COMMUNITY BUSINESS AND PERSONAL SERVICES	59,000
PUBLIC ADMINISTRATION AND DEFENCE	7,720

HAMILTON-WENTWORTH  
REGION

MANUFACTURING ACTIVITY

MANUFACTURING INDUSTRIES OF CANADA, 1983

ESTABLISHMENTS	562
MALE	34,845
FEMALE	5,828
WAGES(THOUSANDS OF DOLLARS)	1,048,040

NUMBER OF ESTABLISHMENTS BY EMPLOYMENT SIZE RANGE\*

0-4	144
5-9	95
10-19	104
20-49	110
50-99	41
100-199	34
200-499	18
500-999	13
1,000+	3
TOTAL	562

\* STATISTICS CANADA DOES NOT DISAGREGATE FIRMS FOR COMMUNITIES WITH LESS THAN THREE ESTABLISHMENTS. AS A RESULT, THE TOTAL NUMBER OF ESTABLISHMENTS MAY NOT EQUAL THE SUM OF ESTABLISHMENTS DISAGGREGATED BY FIRM SIZE.



### 10.2.3 HOUSING AND BUILDING ACTIVITY

HAMILTON-WENTWORTH  
REGION

#### HOUSING(1981)

OCCUPIED PRIVATE DWELLINGS, TOTAL	147,200
OWNED	90,750
RENTED	56,450
SINGLE DETACHED	84,615
SINGLE ATTACHED	13,805
APARTMENT, 5 OR MORE STORIES	30,160
APARTMENT, LESS THAN 5 STORIES	13,255
DUPLEX	5,125

#### BUILDING PERMITS

NUMBER OF UNITS(1984)	
SINGLE DWELLINGS	1,219
COTTAGES	0
DOUBLE DWELLINGS	157
ROW HOUSING	68
APARTMENTS	272
CONVERSIONS	5
TOTAL	1,721

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	120,356
INDUSTRIAL	26,352
COMMERCIAL	53,906
INSTITUTIONAL AND GOVERNMENTAL	17,077
TOTAL	217,691

NUMBER OF UNITS(1985)	
SINGLE DWELLINGS	1,684
COTTAGES	0
DOUBLE DWELLINGS	90
ROW HOUSING	482
APARTMENTS	205
CONVERSIONS	105
TOTAL	2,566

VALUE OF BUILDING PERMITS(THOUSANDS OF DOLLARS)	
RESIDENTIAL	168,108
INDUSTRIAL	110,693
COMMERCIAL	33,119
INSTITUTIONAL AND GOVERNMENTAL	22,373
TOTAL	334,293

## 10.2.4 FAMILIES

HAMILTON-WENTWORTH  
REGION

## MARITAL STATUS(1981)

SINGLE(NEVER MARRIED), TOTAL	169,775
SINGLE(NEVER MARRIED), 15 YEARS AND OVER	84,950
MARRIED	208,915
WIDOWED	23,095
DIVORCED	9,660

## PRIVATE HOUSEHOLDS(1981)

PRIVATE HOUSEHOLDS, TOTAL	147,200
BY NUMBER OF PERSONS:	
1	32,830
2	44,080
3	25,205
4-5	38,745
6-9	6,240
10 OR MORE	100
TOTAL POPULATION IN PRIVATE HOUSEHOLDS	404,945

## FAMILIES(1981)

FAMILIES IN PRIVATE HOUSEHOLDS, TOTAL	110,885
HUSBAND-WIFE FAMILIES	97,840
LONE-PARENT FAMILIES	13,045
BY NUMBER OF CHILDREN AT HOME:	
0	37,795
1	27,630
2	28,630
3-4	15,620
5 OR MORE	1,205
CHILDREN AT HOME, TOTAL	141,830
UNDER 6 YEARS	31,295
6-14 YEARS	52,010
15-17 YEARS	21,055
18-24 YEARS	30,540
25 YEARS AND MORE	6,930







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